

HOW TO GET STARTED

CSSC will help assess your target audience, refine communication goals, and develop a strategy appropriate to your budget and schedule.

To contact the CSSC Customer Service team to discuss or submit a request:

- Submit a service request online at <http://cssc.hq.nasa.gov>.
- Visit the CSSC service desk in Room CL78 (Monday–Friday, 8 a.m.–4:30 p.m.) and fill out a service request.
- Send an e-mail to info-cssc@nasa.gov.
- Call 202-358-0630 and set up an appointment to discuss your project.



CONTACT INFORMATION

CSSC Customer Service Desk

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Dennis Groth: 202-358-2252

E-mail: dennis.a.groth@nasa.gov



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National Aeronautics and
Space Administration



MULTIMEDIA, VIDEO PRODUCTION, AND ANIMATION SERVICES



ITCD
Information Technology &
Communications Division

MULTIMEDIA, VIDEO PRODUCTION, AND ANIMATION SERVICES

Multimedia, video production, and animation services are offered through ITCD's Communication Support Services Center (CSSC) at NASA HQ. The CSSC team will interpret your message through a variety of print, digital, and multimedia platforms to deliver products that clearly communicate with your target audience.

Designers will develop multimedia solutions to engage your audience and ensure the information is memorable. Video, animation, sound, and interactivity provide the audience with a better understanding of even the most complex concepts.

Multimedia presentations can be used for a number of applications, including:

- Online training
- Awareness campaigns
- Education
- Congressional briefings
- Animating your Web site message

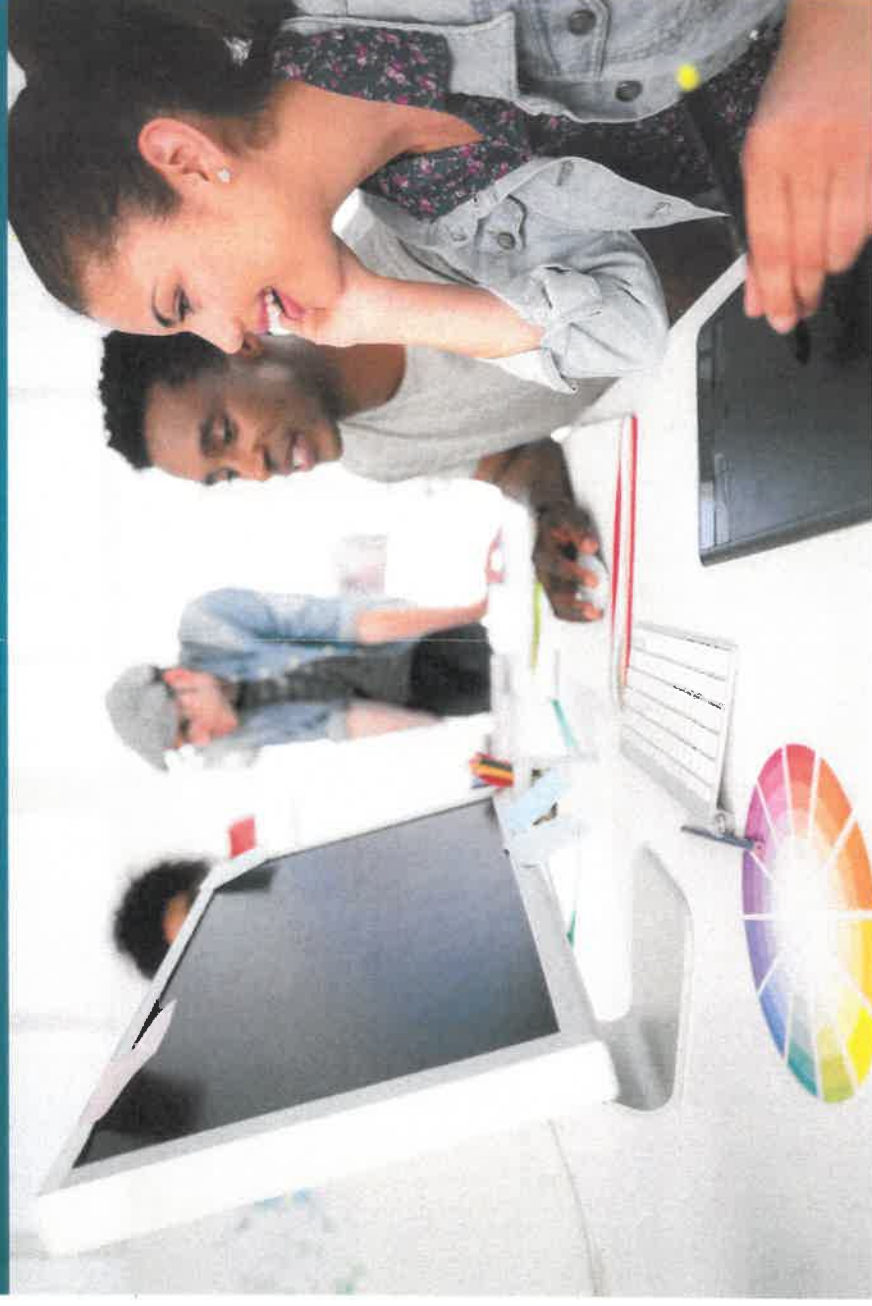
Presentations can be delivered through many mediums, such as:

- Standalone kiosks applications
- Web site Flash presentations
- iPads and tablets
- CD/DVDs

Services available:

- E-Book development and testing
- Publishing to the NASA e-Book library Web site
- Promotional materials to increase awareness of your project (e.g., digital posters)
- ISBN numbering
- Download metrics
- QR code generation for easily directing users to your e-book

CSSC e-Books are Section 508 compliant. 508-compliant PDF versions of your publication are available upon request.





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**GOVERNMENT PRINTING
OFFICE (GPO) PRINTING
MANAGEMENT SERVICES**



ITCD
Information Technology &
Communications Division

GOVERNMENT PRINTING OFFICE (GPO) PRINTING MANAGEMENT SERVICES

Printing services are offered through ITCD's Communication Support Services Center (CSSC) at NASA Headquarters. The CSSC team interprets your message through a variety of print, digital, and multimedia platforms to deliver products that clearly communicate with your target audience.

Adhering to Government Publishing Office (GPO) guidelines and standards, CSSC printing specialists utilize the latest printing technology to procure high-quality products. They strategize with you regarding budget, schedule, and quality concerns in order to determine the best method of production for your project.

CSSC provides services through its GPO vendors and direct-deal contracts including:

- High-end printed materials, including brochures, flyers, fact sheets, lithographs, bookmarks, etc.
- Case-bound (hard-cover) books with foil and embossed spines
- Perfect-bound (soft-cover) books
- Magazines and newsletters
- Special die cuts, including folding and packing needs
- Posters, exhibit banners, signage, and oversized products
- Section 508 services
- Translation services
- Lenticular products



HOW TO GET STARTED

To contact the CSSC Customer Service team to discuss or submit a request:

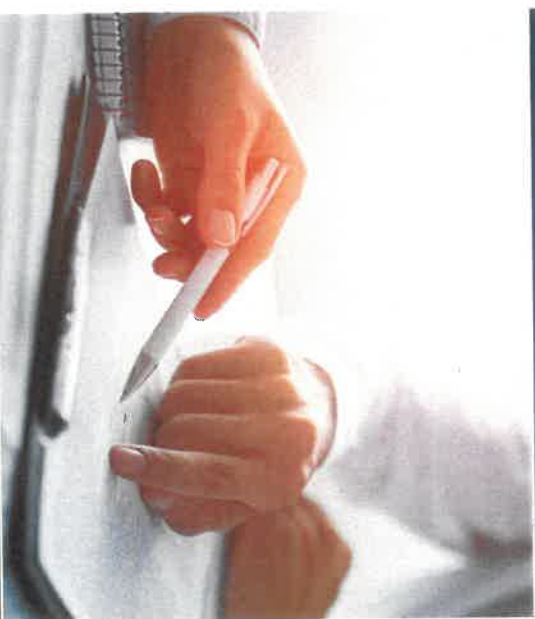
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National Aeronautics and
Space Administration



WRITING, EDITING, AND PROOFREADING



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Information Technology &
Communications Division

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WRITING, EDITING, AND PROOFREADING

Writing, editing, and proofreading services are offered through ITCD's Communication Support Services Center (CSSC) at NASA Headquarters. The CSSC team ensures the accuracy and clarity of your message across all formats: print, digital, and multimedia, to deliver products, large and small, from the simplest to the most complex, that clearly communicate with your audience, including:

- Certificates
- Posters
- Reports
- Books
- Center exhibits
- PowerPoint presentations
- Retirement gifts
- All written materials for special events
- Broad message campaigns, from building-wide to Agency-wide.

OUR WRITING SERVICES

The CSSC writing staff will develop copy for your brochure, Web site, training manual, or any other creative project that requires professional quality, tone, and content. Our writers will work closely with you to identify the core points you wish to convey, pinpoint your target audience, and effectively communicate your message in a voice and level appropriate for your project. The end result of this collaboration is a professional writing product that presents your message clearly and concisely.

OUR EDITING SERVICES

The CSSC editing staff ensures that the materials you provide are accurate and understandable. The team offers a variety of editorial options, crafted to meet your needs, with the goal of creating products that effectively get your message across and meet the goals and vision of both your department and the Agency, all while working efficiently to meet deadlines.

Hands-on services include:

- Basic Proofreading: Final product matches what you provide.
- Copyediting: Ensures consistency with NASA, GPO, Chicago, and AP style.
- Substantive Editing: An extensive edit, with rewriting suggestions as needed.

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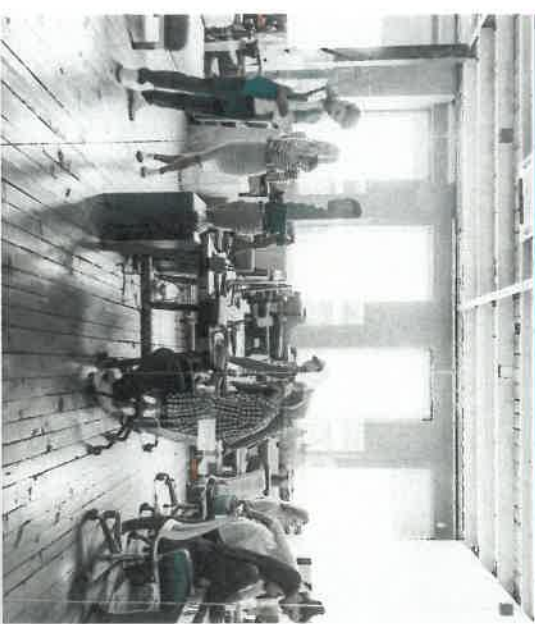
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DOCUMENT SERVICES



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DOCUMENT SERVICES

Document services are offered through ITCD's Communication Support Services Center (CSSC) at NASA Headquarters. The CSSC team interprets your message through a variety of print, digital, and multimedia platforms to deliver products that clearly communicate with your target audience, including:

- Table tents/name badges
- Certificates
- Mail merges and form letters
- Desktop publishing
- Scanning
- PowerPoint presentations
- Tabs
- Office and cubicle signs

Document specialists work with all core applications on both Macintosh and Windows platforms and provide suggestions that result in a professional product.

SECTION 508 COMPLIANCE

CSSC provides 508 support for all documentation, Web site content, and video productions that we create.

Section 508, an amendment to the United States Workforce Rehabilitation Act of 1973, is a Federal law mandating that all electronic and information technology developed, procured, maintained, or used by the Federal Government be accessible to people with disabilities.

The CSSC staff will ensure your final product is 508 compliant, whether it be a one-page flyer, a poster, a brochure, or a full-length book.

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EXHIBIT DESIGN



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Communications Division

EXHIBIT DESIGN SERVICES

Our award-winning design team will interpret your message through a full range of print, digital, and multimedia platforms to deliver products that clearly communicate with your target audience. Keeping your schedule and budget in mind, we will provide creative solutions to your requests. Examples of our products include the following:

- Apps, eBooks, and interactive Web content
- Branding campaigns
- Awareness campaigns
- Illustrations
- Books and technical reports
- Posters and ePosters
- Social media analytics and effectiveness tracking
- Brochures, pamphlets, handbooks, and flyers
- Certificates, farewell photos, and awards
- Specialty graphics
- Exhibits and physical models
- Newsletters

Exhibits & Events

Our creative design team is responsible for supporting exhibits at NASA Headquarters. We will work with you to produce an exhibit that conveys project concepts and information while conforming to your budgetary requirements. We coordinate with the HQ Facilities team to schedule, transport, and install your project within designated exhibit areas. Our support includes the following:

- Trade show exhibits
- Event graphics
- Lobby exhibits
- Traveling kiosks
- Pop-up exhibits
- ePosters
- Display cases
- Custom fabrications



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E-BOOKS



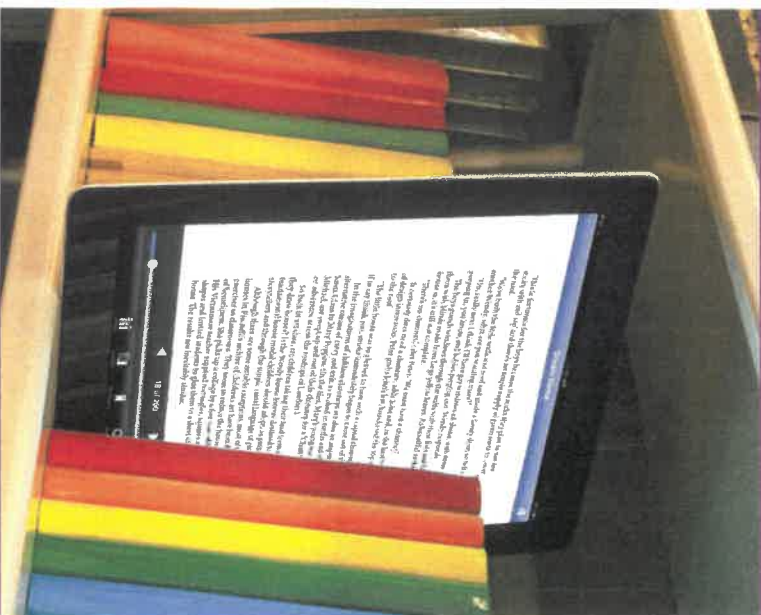
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E-BOOKS

E-book services are offered through ITCD's Communication Support Services Center (CSSC) at NASA Headquarters. The CSSC team interprets your message through a variety of print, digital, and multimedia platforms to deliver products that clearly communicate with your target audience.

CSSC uses the latest digital publishing technology to convert your existing publication into a downloadable e-book compatible with most popular platforms, including the Kindle, Nook, and iPad. New and existing e-books can be published to the NASA e-book library Web site. Assistance with content management is available.



Services available:

- E-Book development and testing
- Publishing to the NASA e-Book library Web site
- Promotional materials to increase awareness of your project (e.g., digital posters)
- ISBN numbering
- Download metrics
- QR code generation for easily directing users to your e-book

CSSC e-Books are Section 508 compliant. 508-compliant PDF versions of your publication are available upon request.



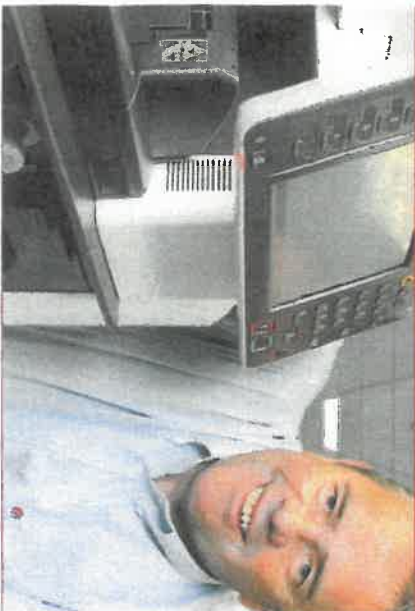
DUPLICATION SERVICES

Duplication services are offered through ITCD's Communication Support Services Center (CSSC) at NASA Headquarters. The CSSC team will interpret your message through a variety of print, digital and multimedia platforms to deliver products that clearly communicate with your target audience.

CSSC utilizes high-speed digital technology to perform in-house duplication of both black-and-white and color documents up to 22x28 inches.

Supported formats include Microsoft Word, PowerPoint, Excel, Adobe Acrobat, and more. Other services include:

- Booklets and flyers
- Posters up to 22x28 size
- Binding—including coil-bound and saddle stitch
- Brochures—Both half-fold and trifold
- Printing of name badges/table tents
- Temporary business cards
- Tabs
- Color paper stock
- Gloss paper and cover stock
- Special bindings available through our Government Publishing Office services



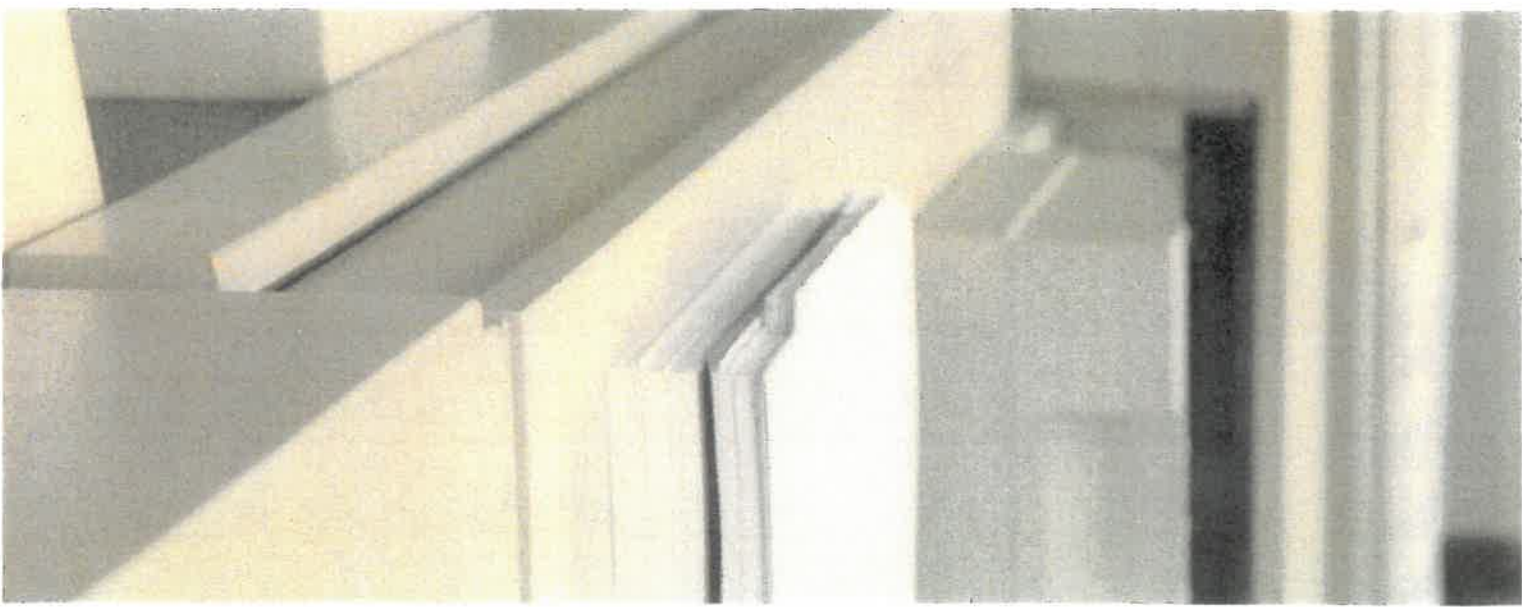
Standard Stationery Products

Preprinted stationery products are available for ordering through NASA AMMS supply:

- Note cards
- Invitations
- Name tents
- Name badges
- Program shells

Small quantities are available at the CSSC Customer Service desk. CSSC Customer Service Representatives can provide order numbers and assist with ordering stationery products.

Samples are available at the CSSC Customer Service Desk.



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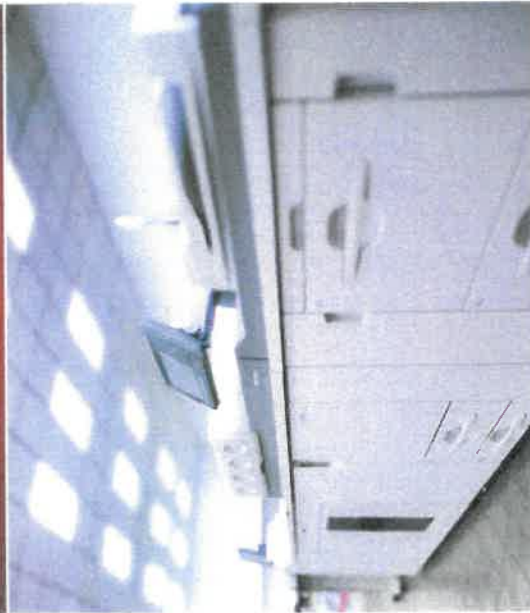
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National Aeronautics and
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DUPLICATION SERVICES



ITCD

Information Technology &
Communications Division

National Aeronautics and Space Administration



NASA

Graphics Standards

Manual

FULL GUIDE

Style Guide for Creating Approved
NASA Communications Materials

V. 3.0

This manual illustrates the unifying elements and their appropriate placement for creating approved NASA communications materials as required by the Office of Communications process. Further guidance and helpful resources are listed below.

Office of Communications Web Site: <http://communications.nasa.gov>

Office of Communications NASA Graphics Standards Web Site: Resources such as this Graphics Standards Manual, pre-approved templates, NASA insignia files, etc., can be found at <http://communications.nasa.gov/content/nasa-graphics-standards>

Office of Communications Points of Contact: A list of points of contact at each NASA Center can be found at <http://communications.nasa.gov/content/nasa-graphics-standards>

Definitions: Communications materials, for the purposes of this manual, are defined as media that are produced with NASA funds and conveys information about NASA projects, programs and results to both external and internal audiences.

Internal audiences are defined as NASA employees and contractors. All others are considered **external audiences** (i.e., media, general public, schools and universities, conferences, as well as federal, state and local government entities).

Design Compliance: In addition to these guidelines, educational communications materials have other design requirements. Please refer to the Communications Web site for the Education Office point of contact.

Waivers/Approvals: To request graphics standards waivers or approvals from the Associate Administrator for Communications, submit requests via the Communications Portfolio Web site at <https://hqsp.gsfc.nasa.gov/organization/oc/ncpt/default.aspx>

Exemptions: The following are exempt from the NASA Graphics Standards Manual guidelines: press releases, media advisories, NASA Scientific and Technical Information (STI), business correspondence and e-mails, intra-agency correspondence, directives and regulations, budget documents, litigation materials, Office of Inspector General materials, and certificates that are going only to NASA recipients.

Editorial Compliance: All public affairs communications materials must be written in the Associated Press (AP) style and as outlined in the Stylebook and Office of Communications Manual. This Manual includes the NASA exceptions to AP style, as well as writing guidelines and guidance. For all other communications materials, use NPR 1450.10 for specific NASA writing style guidelines, followed by the Government Publishing Office Manual. Refer to NPR 1450.10 for the correspondence writing guide.

This manual is written in the AP style.

508 Compliance: In order to comply with Section 508 of the Rehabilitation Act of 1973 as amended, all media must be made available in accessible formats for individuals with disabilities.

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The NASA Identity

The goal of the NASA Graphics Standards Manual is to establish a clear, consistent and unique visual identity for NASA. The visual identity builds on NASA's brand by combining the most recognized existing elements—the agency's name and insignia—with modern elements. Uniform graphic elements provide the framework for establishing a visual identity. Designers can use this architecture to create materials that enhance public knowledge of NASA's work.

Issued under the authority of 14 Code of Federal Regulations (CFR) 1221, this guide illustrates the unifying elements and their appropriate placement for producing approved NASA communications materials. The first section defines the basic elements of the NASA visual identity and discusses its usage. The remainder of the guide explores how to combine and incorporate the basic elements into the agency's communications materials.

Basic Elements

The NASA Insignia

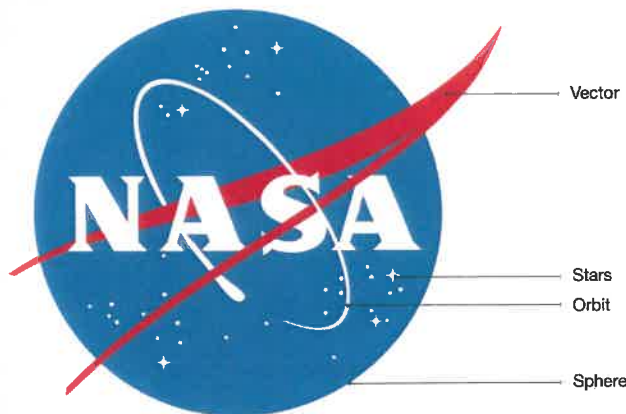
The NASA insignia is the only allowable logo for external communications materials except for materials originating with the NASA Administrator, which may use the NASA seal instead of the insignia. Either the insignia or the seal should appear on all external communications materials. The seal and the insignia must not appear together. The agency's policies regarding logo usage are designed to ensure that the public's recognition of the NASA insignia is not diluted by other NASA identities. Our prime brand identifier, the insignia (commonly referred to as the "meatball") reflects the history and tradition of the agency. It must be included on all agency publications, displays, visual communications and markings. Designed in 1959 by former NASA employee James Modarelli, the NASA insignia contains the following elements:

The **vector** represents
aeronautics.

The **stars** represent
space.

The **orbit** represents
space travel.

The **sphere** represents
a planet.



Any insignia adaptations needed to meet the printing requirements of other formats (e.g., silk-screening or embossing) must be preapproved by the Headquarters Office of Communications.

The insignia cannot be used in a sentence or configured with other symbols.

Refer to page 15 regarding the use of the insignia in conjunction with the logos of co-funding partners.

The insignia cannot be recreated, nor can it be distorted, stretched or otherwise altered. High-resolution .png files, suitable for use on standard letter-size documents, are available at <http://communications.nasa.gov/content/nasa-graphics-standards>. For other uses, the NASA insignia should be reproduced only from original reproduction proofs, transparencies or electronic files that can be obtained from each center's printing and design office. Direct questions about the insignia to the Headquarters Office of Communications at 202-358-1600.

The NASA Insignia: Regulations Governing the Use of the Insignia and Seal

Strict regulations and guidelines govern the use of the NASA insignia. The standards for the use of the NASA insignia and the NASA seal are in accordance with the Code of Federal Regulations 14 CFR 1221 and the NASA Space Act of 1958 as amended. NASA does not endorse any commercial product, activity or service. Any use of the NASA name, initials or any NASA emblem—including the NASA insignia, the NASA logotype (retired in 1992 and sometimes referred to as the “worm”) and the NASA seal—must be reviewed and approved by the Associate Administrator for Communications or designee.

Retired Logotype (the “Worm”)

Use of the retired NASA logotype requires permission from the Associate Administrator for Communications or designee. (See page ii for information about how to submit your request.)

The retired NASA logotype and insignia can never be used together.

**Administrator's Seal**

The NASA seal is reserved for the NASA Administrator's exclusive use for official correspondence, events and activities only.

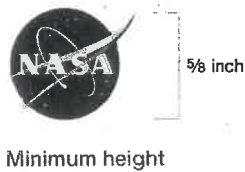
The NASA seal and insignia should never be used together.

The NASA seal should not be used as the agency identifier except on NASA flags and security badges, according to the Code of Federal Regulations 14 CFR 1221.



The NASA Insignia: Insignia Size and Variations**Insignia Size**

Always use an insignia that is properly proportioned to the size of the page or panel to which it is being applied. The minimum size for the reproduction of the NASA insignia is $\frac{5}{8}$ inch for the diameter of the sphere (not including the points of the vector), with the exception of business cards and approved promotional items that require a smaller insignia. If a smaller insignia is required, permission must be received from the Headquarters Office of Communications at 202-358-1600.

**Insignia Variations**

The insignia has three variations: a full-color insignia, a one-color insignia and a one-color insignia with a white rule. Select the most appropriate of the three variations of the insignia based on production requirements, media qualities, visibility and proper usage.



Full-color insignia



One-color insignia

One-color insignia with
white rule

The NASA insignia colors may not be used when creating other logos (see page 14).

To maintain color consistency, be sure to use CMYK or Pantone versions of the full-color insignia for print applications and the RGB version for digital media.



CMYK
or
PANTONE



RGB

NASA Full-Color Insignia Colors

RED

PANTONE 185
Process: 0C, 100M, 100Y, 0K
RGB: 252R, 61G, 33B
Hexadecimal: fc3d21



BLUE

PANTONE 286
Process: 100C, 060M, 0Y, 0K
RGB: 11R, 61G, 145B
Hexadecimal: 0b3d91



NASA Full-Color Insignia Background Colors

The full-color insignia may appear only on a solid background of white, black, gray or silver. The preferred silver ink is PANTONE 877, Metallic Silver.



White



Gray



Silver



Black

Acceptable background colors for the full-color insignia

The full-color insignia

- » can never appear with a white rule;
- » can be produced in PANTONE, process or the RGB color formulas given above;
- » may appear on a white, gray, silver (metallic) or black background;
- » may be used on a full-color photograph only if placed in a solid black, white or gray area; and
- » may not be displayed in reverse.

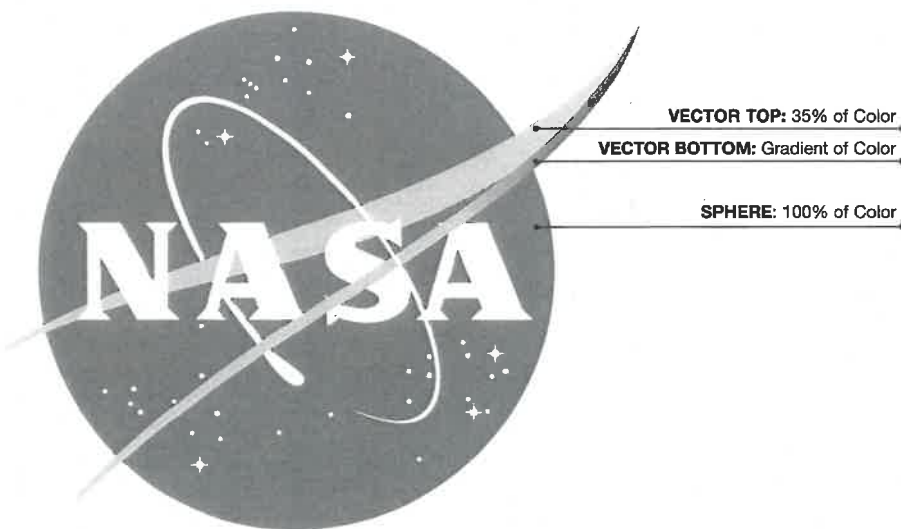
The NASA Insignia: One-Color Insignia**Without White Rule: Use on Light- or Medium-Color Backgrounds**

The one-color insignia without the white rule may appear on any solid background except a background of the insignia's own color. It therefore has more flexibility than the full-color insignia. If the insignia is to be displayed in the same color as the background, the white rule must be used (see page 11).

The parts of the one-color insignia are rendered in percentages ranging from 100 percent to 35 percent of an appropriate color:

- » The vector top is 35 percent of the color.
- » The vector bottom is a gradient ranging from 100 percent to 35 percent.
- » The sphere is 100 percent of the color.

The percentages may not be altered, and the vector should always be clearly visible beyond the edge of the sphere when the insignia is placed on any background.



**UNACCEPTABLE**

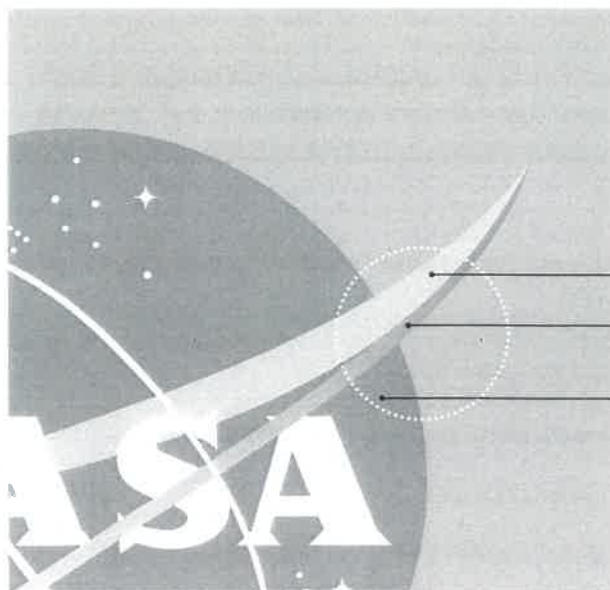
The background is too light, so the vector top is not shown clearly. Use either a darker or a lighter background.

**ACCEPTABLE**

This background clearly shows all the insignia's elements.

**UNACCEPTABLE**

This background is too dark, so part of the vector bottom and the sphere are not shown clearly. Either use a lighter background or switch to the one-color insignia with white rule instead.

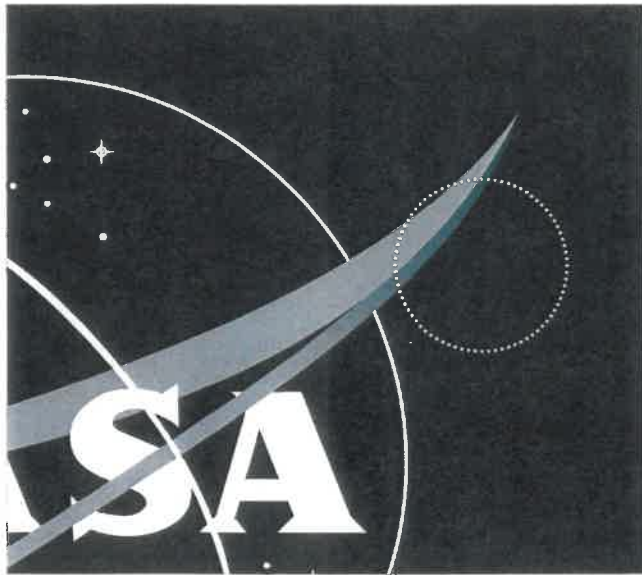


Choose insignia and background colors in which the vector top, vector bottom and sphere are clearly visible against the background.

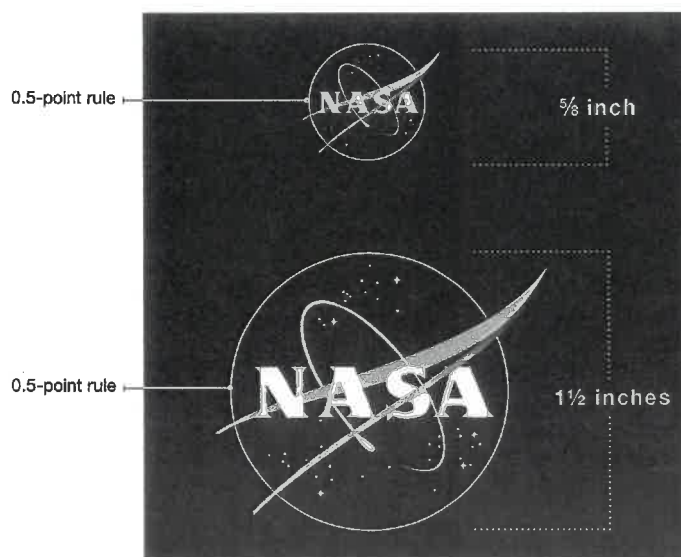
The NASA Insignia: One-Color Insignia**With White Rule: Use on Medium- or Dark-Color Backgrounds**

The white rule is to be included on the one-color insignia only when the insignia is rendered in the same color as the background. The sphere should be 100 percent of the background color. The insignia's vector bottom and its gradient should be clearly visible against a medium- or dark-color background.

The white rule should be at least 0.5 point but may need to be thicker on very large insignias.



The vector gradient must be visible beyond the sphere's rule.

**UNACCEPTABLE**

This insignia is too light, so the vector gradient and other elements are not shown clearly. Switch to a darker one-color insignia and omit the white rule.

**ACCEPTABLE**

This background is dark enough to display the vector gradient clearly.

**ACCEPTABLE**

This background is dark enough to display the vector gradient clearly.



Never delete elements of the insignia.



Never add elements inside the insignia.



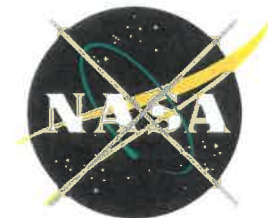
Never add elements around the insignia.



Never distort the insignia.



Never change the original colors of the full-color insignia.



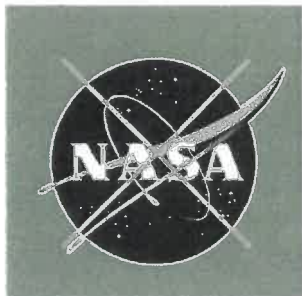
Never add other colors to any elements of the one-color insignia.



Never reverse the insignia.



Never add a glow, drop shadow or three-dimensional effect to the insignia.



Never display the insignia with a rule around the vector.



Never change any of the individual design elements on the insignia to an outline.



Never display the full-color insignia with a rule around the sphere.



Never blur the insignia.

The NASA Insignia: Insignia Violations

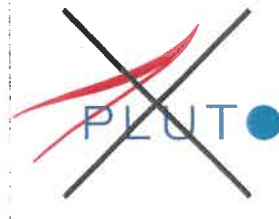
Never incorporate other text into the insignia.



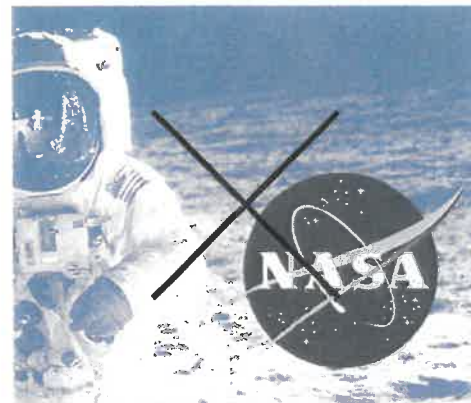
Never change the typeface in the insignia.



Never combine the retired logotype (the "worm") with the insignia—no "wormballs."



Never use elements of the insignia by themselves or in another logo (do not "cannibalize" the elements).



Never position the insignia on a busy area of an image.



Never violate the insignia's protected space by allowing an image to touch or overlap the insignia.

According to the Code of Federal Regulations 14 CFR 1221.112, the use of program identifiers must have the preapproval of the Associate Administrator for Communications or designee. See page ii for information about how to submit your request.

When designing a publication with project and program logos:

Do...

- » Design the logo smaller than the S space
- » Place the logo in the available space of the lower ¼ of the page as illustrated

Do Not...

- » Use without the NASA identifier configuration
- » Use NASA colors (see page 8)
- » Combine with a project or program name in order to mirror the NASA identifier configuration.
- » Violate the protected areas of the insignia, configuration and portal address.
- » Place on the back cover of a multipage publication.

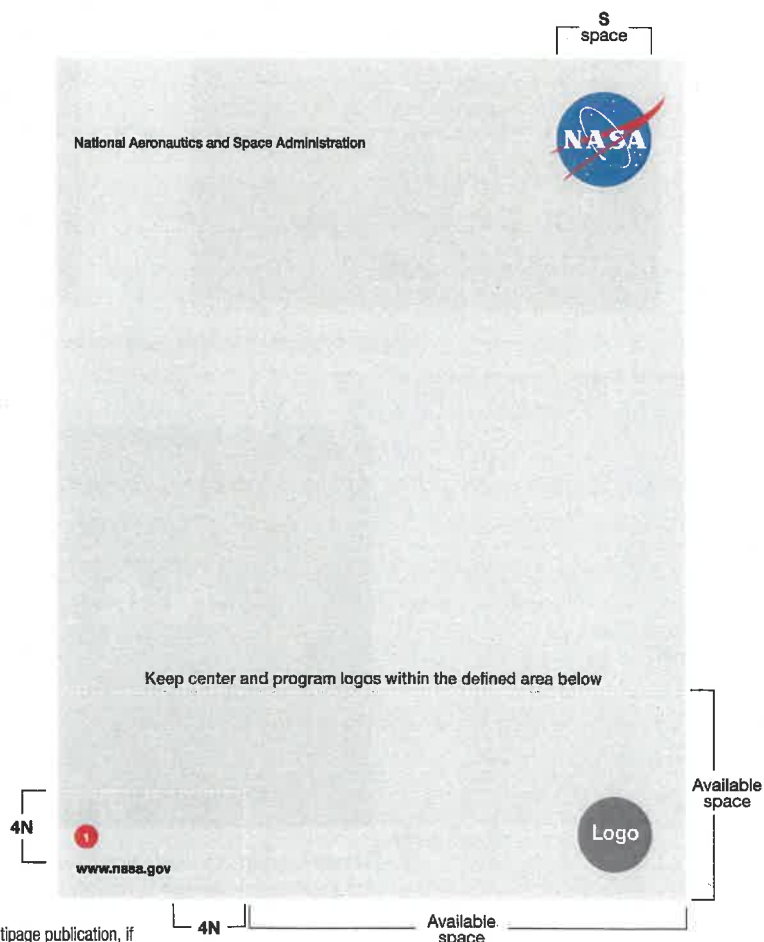
Text relating to centers, programs and projects is not limited to the bottom of the page.

Although the NASA logo remains the sole identifier for external audiences, project and program logos may be used on communications materials directed at internal audiences and on outward-facing products specifically approved by the Associate Administrator for Communications or designee. (See page ii for information about how to submit your request.)

Internal organization logos may appear only on communications materials directed at internal audiences.

The agency's policies regarding logo usage are designed to ensure that the public's recognition of our primary identifier—the NASA insignia—is not diluted by other NASA identities.

On a single-page publication or the front cover of a multipage publication, the project, program or internal organization logo must be located in the available space (see illustration below), but there is no preferred location within this area. These logos may not appear on the back cover of a multipage publication.



- 1 On a multipage publication, if the portal address is placed on the back cover, then this space is available for a logo.

Other Logos: Co-Sponsor Logos

Logos of co-funding partners may be used in NASA communications materials, commercial merchandise, hardware or vehicles if they have **advance approval by the Associate Administrator for Communications or designee**.

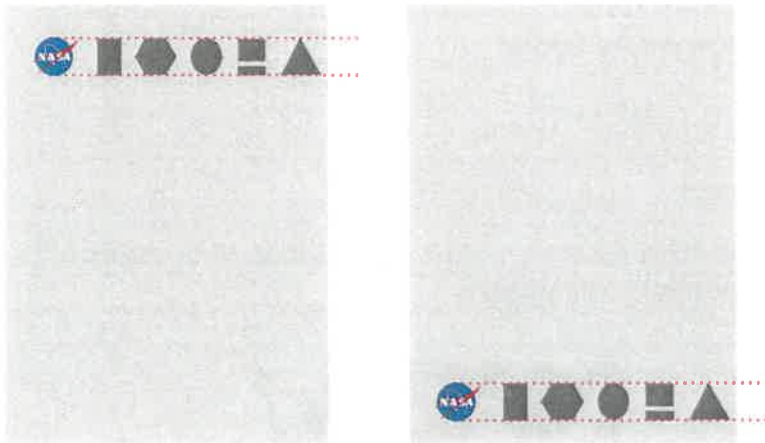
A co-sponsor is defined as a co-funding partner who is not a NASA contractor.

Communications materials developed with co-sponsors are not considered exclusive NASA publications. Therefore, the guidelines for the identifier configuration may not apply.

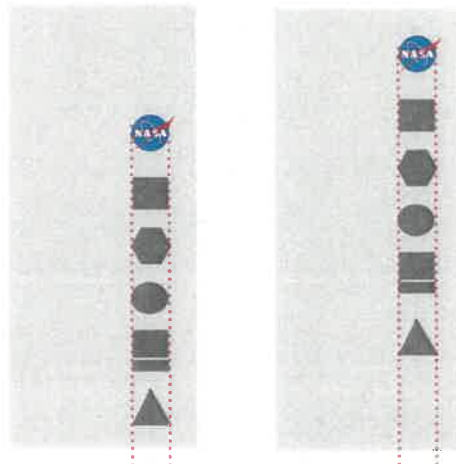
When creating a logo grouping for a NASA publication, the insignia must be the first logo to appear—farthest left in a horizontal configuration or topmost in a vertical one.

The NASA insignia and other logos must be of the same height and width so that they all carry the same visual weight.

The protected space of the insignia must be maintained (see page 18).



Examples of acceptable
co-sponsor logo groupings



Logos of NASA contractors and grantees, the Jet Propulsion Laboratory, commercial space companies, or other federal agencies should not be used on any type of NASA communications materials, commercial merchandise, hardware or vehicles unless authorized by the Associate Administrator for Communications or designee.



Example of a publication with
a co-sponsor logo grouping



Examples of astronaut crew emblems and other mission emblems

Astronaut Crew Emblems and Other Mission Emblems

Astronaut crew emblems for human spaceflight are an established form of visual identification for a particular crew. These emblems are designed by the crew members to be used on items specific to that particular mission, such as crew clothing/uniforms, lapel pins, press kits, lithographs or posters. The shape of the emblem is at the discretion of the crew. These emblems will not be used on any publications (other than press kits or other documents approved by the Associate Administrator for Communications or designee) and will not be used next to the NASA insignia.

Because of size considerations, the NASA insignia cannot be used on astronaut crew emblems. In addition, the names or logos of contractors may not be included. Logos of other international space agencies or co-sponsors may be used on communications materials, hardware, vehicles or spacecraft as long as they are reviewed and approved, in advance, by the Associate Administrator for Communications or designee. See page ii for information about how to submit your request.

Other mission emblems may also be approved if authorized by the Associate Administrator for Communications or his/her designee.

Anniversary Logos

The development and use of anniversary logos on external products will be evaluated by the Associate Administrator for Communications.



The NASA Identifier Configuration

Besides the insignia, the other NASA identifier is the agency name spelled out as "National Aeronautics and Space Administration." The combination of these two elements into specific identifier configurations (see examples below) is a consistent part of the agency's brand identity.

In the preferred configuration, the insignia within its protected space must be aligned to the upper right corner of the design border, and the agency name must be aligned to the left edge. The text must be on one line, except on smaller items such as bookmarks and trifold brochures, where space is limited.



When using the two-line form of the agency name, break the line after the word "and." The space between the lines must be two points greater than the point size of the agency name. The x-height of the lower line must align with the baseline of "NASA" within the insignia.



As an alternate, a right-justified version of the configuration can be used. The agency name should break after the word "and." The space between the lines must be two points greater than the point size of the agency name. The vertical alignment is the same as for the left-justified, two-line agency name. There is a vertical line between the agency name and the insignia.

When using this version of the agency name, maintain a space of 1N height on either side of the vertical line. The vertical line must be the length of the diameter of the insignia and should not extend past the edges of the insignia.



The width between the agency name and the insignia cannot be greater than 12S. If necessary, the two identifiers must be enlarged proportionately in order to maintain the connection between them.

For the agency name:

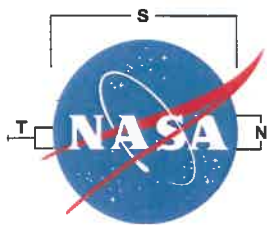
- » Use Helvetica Medium in title case.
- » Avoid italics and extended type.
- » Keep the font size at least seven points.
- » Avoid special effects and shading.

Always locate the identifier configuration on the front cover or page of all communications materials.

On some pieces, such as guest badges, there is insufficient room to spell out the agency name. In such cases, the agency name may be omitted at the designer's discretion.



Example of alternate configuration



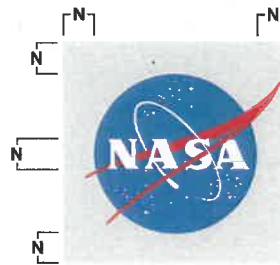
T = Type height of agency name

N = Type height of acronym

S = Width of sphere

Insignia Protected Space

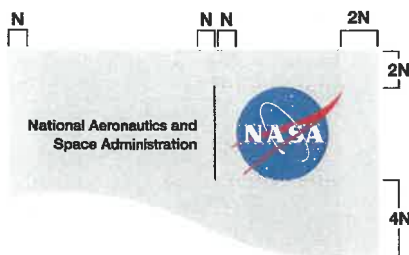
The insignia protected space refers to the clear space surrounding the insignia in its entirety. This clear space ensures the unobstructed and visible placement of the NASA insignia. The minimum width for the protected area is 1N height from the edge of the sphere. Text and images may not violate the insignia's protected space.



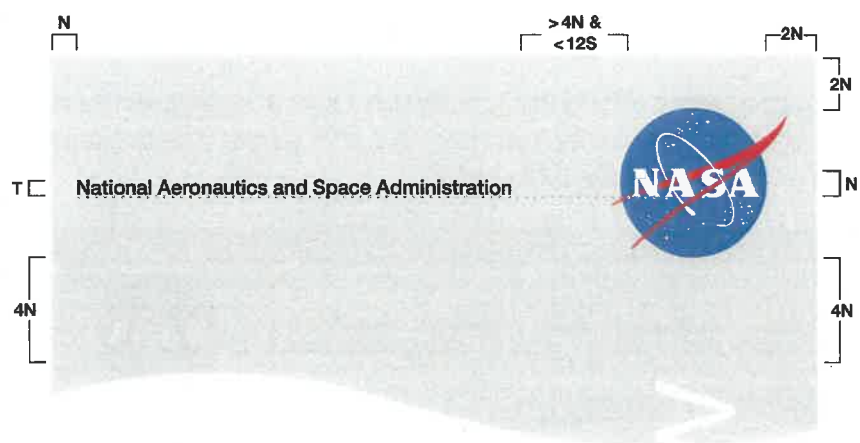
Identifier Configuration Protected Space

The identifier configuration protected space refers to the open space given to the identifier configuration. The recommended protected space consists of 4N height starting at the bottom of the sphere and extending across the width of the identifier configuration, from the beginning of the agency name to the right-hand edge of the insignia. Text in designs that follow this recommendation should not violate the identifier configuration's recommended protected space. Use the illustration below to determine the minimum distances between the graphic and textual elements, as well as between the configuration and the design border edge.

For some designs, it may be necessary to place text closer to the identifier configuration, but the configuration must still be visually protected. The decision of how much space to maintain will be up to the designer's discretion.

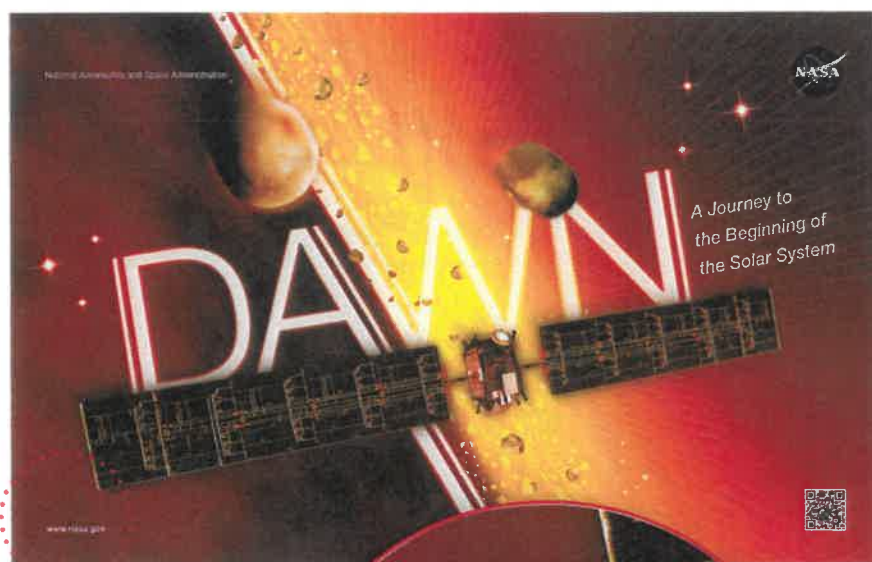


The alternate, right-justified configuration protected space



The NASA Portal Address

The NASA portal address must be used on all NASA communications materials except certificates. Certificates going to recipients outside NASA must include the insignia and agency name. (Certificates going only to NASA recipients are not bound by these branding guidelines—see the exemptions at the beginning of this manual.) The location of the portal address should reflect its position as an essential component of the overall visual language created by the communications materials.



Example of
portal placement

www.nasa.gov

The portal address must appear as **www.nasa.gov** or **nasa.gov**. On covers and single-page pieces, it must be in Helvetica Bold and the same point size as the agency identifier. The text must be lowercase. No special effects, shadowing or italics may be used.

In running text, at the designer's or editor's discretion, the portal address may appear in boldface or plain roman.

The portal address may appear on either the front or back cover of a publication. Refer to the specific application for placement location.

The only mandatory placement occurs when the portal is used with a center or program address on the back cover of a multipage publication (see page 30).

The portal address must remain separate from the identifier configuration and any other copy.

Arial may be used when Helvetica is unavailable.

ABCdef
Arial

Arial and Helvetica can be easily distinguished by comparing the following characters:

GQRaft1
Helvetica Roman

GQRaft1
Arial

Three-dimensional typeface treatments are not acceptable. Shadowing may be used only for purposes of legibility and not to add dimension.



UNACCEPTABLE

The recommended typefaces for all uses are Helvetica (or, if unavailable, Arial) and Garamond. Helvetica is required for the NASA identifier configuration and NASA portal address.

Helvetica Font Family

ABCdef
Helvetica Light

ABCdef
Helvetica Roman

ABCdef
Helvetica Medium

ABCde
Helvetica Bold

ABCdef
Helvetica Light Italic

ABCdef
Helvetica Roman Italic

ABCdef
Helvetica Medium Italic

ABCde
Helvetica Bold Italic

ABCdef
Helvetica Light Condensed

ABCdef
Helvetica Condensed

ABCdef
Helvetica Medium Condensed

ABCdef
Helvetica Bold Condensed

ABCdef
Helvetica Light Extended

ABCdef
Helvetica Extended

ABCdef
Helvetica Medium Extended

ABCde
Helvetica Bold Extended

Garamond Font Family

ABCdef
Garamond Light

ABCdef
Garamond Book

ABCdef
Garamond Bold

ABCdef
Garamond Ultra

ABCdef
Garamond Light Italic

ABCdef
Garamond Book Italic

ABCdef
Garamond Bold Italic

ABCdef
Garamond Ultra Italic

ABCdef
Garamond Condensed Light

ABCdef
Garamond Condensed Regular

ABCdef
Garamond Condensed Bold

ABCdef
Garamond Condensed Ultra

Additional Fonts for Children's Materials

When creating educational materials for middle-school or younger students, audience-specific fonts may be used for both the headlines and the body text. Below are fonts recommended by the NASA Office of Education:

ABCdef
Kidprint

ABCdef
Century Gothic

ABCdef
Verdana

ABCdef
Georgia

ABCdef
Helvetica

Other Elements

Other URLs and Quick Response (QR) Codes

Other URLs

URLs other than the NASA portal should appear in italics.

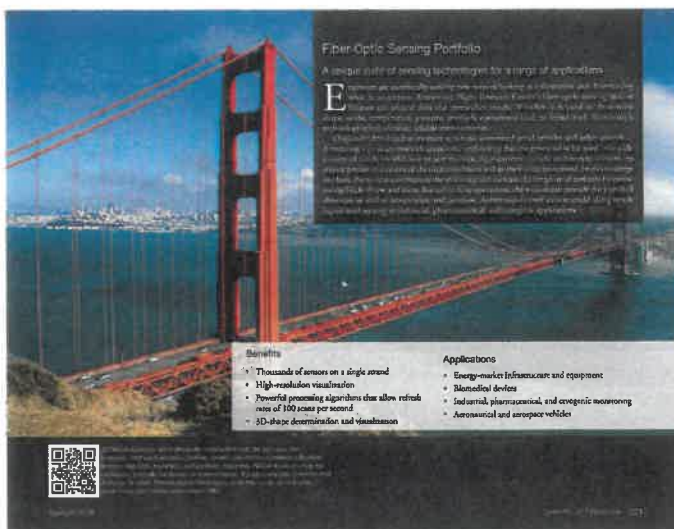
Targeted program or mission URLs that conform to the *www.nasa.gov/xxxxx* nomenclature may be included on both external and internal communications materials, including the front page, and may omit the "*http://www*" portion. On external products, Web addresses that do not conform may not appear on a single-page publication or on the front cover of a multi-page publication, but they may appear on such pieces whose audience is internal.

A piece that contains multiple URLs, some of which follow the targeted nomenclature and some of which do not, may include the full address for each URL to avoid the distraction of visual inconsistencies.

Quick Response Codes

A Quick Response (QR) code must direct the viewer to a mobile-friendly *www.nasa.gov* Web page or official NASA social media page since it will, by definition, be scanned on a mobile device.

A QR code must be positioned near the content to which it refers.



Example of the use of a QR code

Guidelines

With such vast resources available from the NASA photographic collection, designers are encouraged to enrich the agency's communications by using strong and compelling images that engage the viewer.

Choosing images:

- » The use of tightly cropped, up-close images—even when depicting a vast panorama—is an essential component of NASA's communication strategy.
- » Include the human element whenever possible.
- » Use clear, professional-quality images.
- » Avoid stagnant shots of buildings and machinery. Instead, depict these items in a manner that conveys what makes them innovative and exciting.
- » No name-brand consumer products may be shown in any NASA publication without prior written agreement by the Associate Administrator for Communications or designee. (See page ii for information about how to submit your request.)
- » Avoid overlapping the edges of images.



Imagery examples

Resolution

Photos intended for printed items should be 300 to 600 dots per inch (dpi). Low-resolution images that might work online will appear fuzzy and unprofessional in print.

The Web and social media platforms have their own size requirements; see page 55 of this manual for guidance.

NASA Imagery: Using Multiple Images

Arrangements of multiple images are permitted when the graphic elements function both as separate images and as part of a whole piece—clear, elegant, unified. A successful design relies on images presented with simple and clean lines.

**Avoid...**

- » Overlapping image edges
- » Excessive superimposing of images
- » Busy and disorganized designs
- » Unclear themes
- » Competing content
- » Stagnant shots of buildings and machinery

**UNACCEPTABLE**

Infographics are designed to present facts and figures, timelines, or other ideas quickly and clearly using graphic representations. Infographics should work natively in the context in which they are presented. A poster-sized infographic may be very effective on a wall, but it will not be readable when sized down to fit on a flyer or brochure. The most effective infographics use a cohesive palette and font scheme; do not use many color and fonts just for the sake of variety.

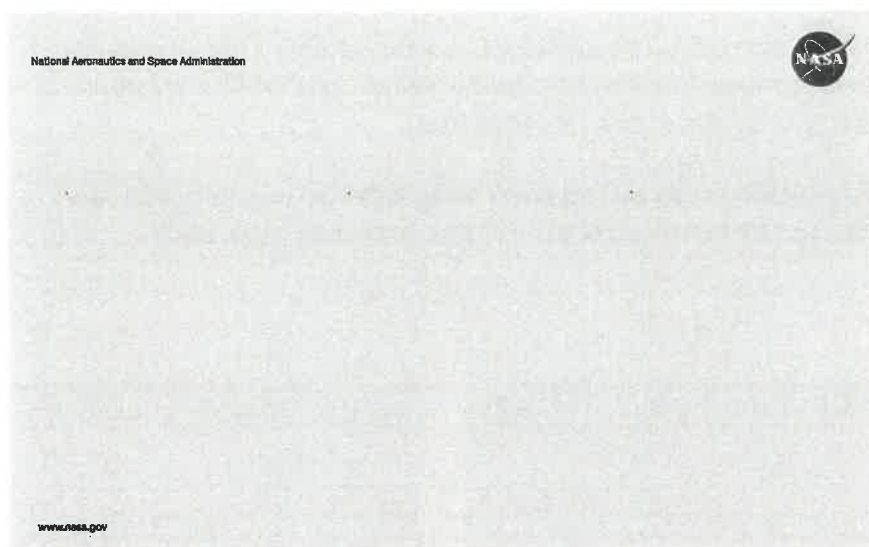


Example of an infographic

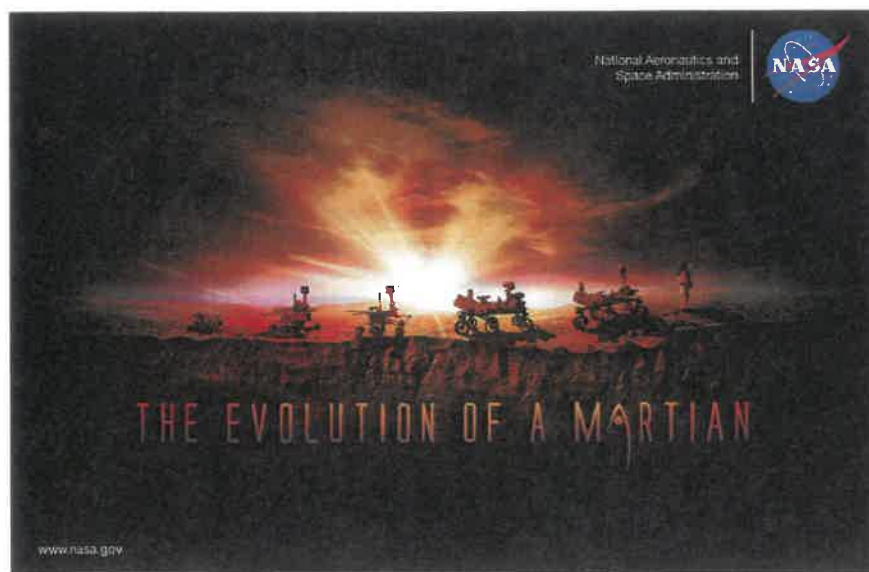
Print Applications

Publications: Single-Page Publications

Single-page publications, such as fliers and posters, must incorporate all of the communication elements according to the placement standards. The preferred location of the portal address is the lower left-hand corner.



Identifier configuration for a poster layout

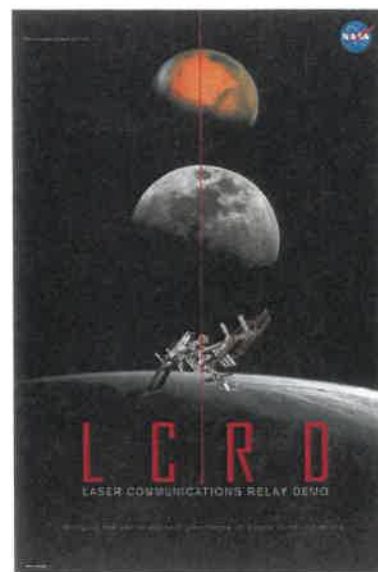


Example of a poster design with the right-justified identifier configuration

All printed pieces should use the CMYK color profile, as opposed to RGB.

If incorporating logos from social media, see the guidelines on page 53.

A double-sided poster must follow the standards for a multipage publication.

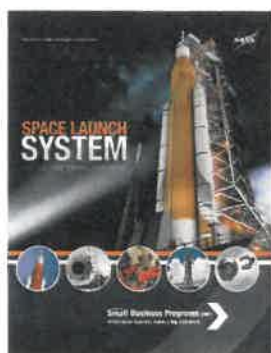


Example of a poster design

Print Applications

Publications: Multipage Publications

Internal pages should not be branded. There are no grid or layout specifications for the inside pages of a multipage publication. The only specification is the placement of the elements on the covers per this guide.



Example of a front and back cover

- 1 **Agency Name:**
Spelled out on one line, Helvetica Medium, 8 points (pt), flush left (FL)
- Center Name:**
Helvetica Bold, 8 pt on 14 pt of leading, FL
- Center Physical and Web Addresses:**
Helvetica Roman, 8 pt on 10 pt of leading, three lines as shown, FL
- Agency Portal Address:**
Helvetica Bold, 8 pt, on 21 pt of leading, FL
- Publication Number:**
Helvetica Roman, 6 pt on at least 40 pt of leading, one line, FL, bottom justified

The NASA identifier configuration must appear on the front cover of multipage publications.

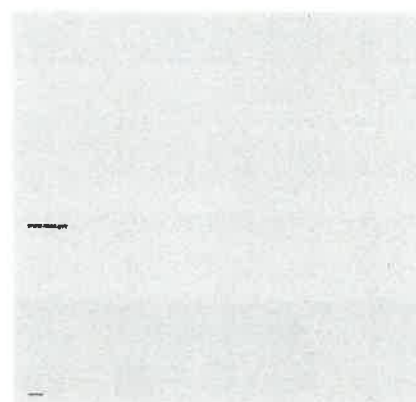
Center, program and project names may appear on the front cover. Center names, locations and Web addresses may appear on the back cover.

The preferred location of the portal address is on the back cover. If both the portal and center or program Web addresses are used on the back cover, they must be configured as indicated in the sidebar and in the example below:

The publication number must be placed in the lower left-hand corner of the back cover. Publication numbers are allocated by each center's chief printing specialist.



Front cover



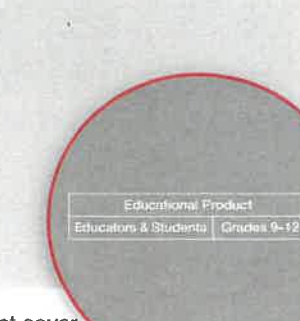
Back cover with portal only



Back cover with both the portal and center Web addresses

Print Applications

Educational Products



Front cover

1. **Informazioni generali**
 1.1. **Nome e cognome**:
 1.2. **Indirizzo**:
 1.3. **Città**:
 1.4. **Prov.**:
 1.5. **Telefono**:
 1.6. **Professione**:
 1.7. **Stato**:
 1.8. **Altre informazioni**:

2. **Dati anagrafici**
 2.1. **Nome e cognome**:
 2.2. **Indirizzo**:
 2.3. **Città**:
 2.4. **Prov.**:
 2.5. **Telefono**:
 2.6. **Professione**:
 2.7. **Stato**:
 2.8. **Altre informazioni**:

3. **Dati anagrafici**
 3.1. **Nome e cognome**:
 3.2. **Indirizzo**:
 3.3. **Città**:
 3.4. **Prov.**:
 3.5. **Telefono**:
 3.6. **Professione**:
 3.7. **Stato**:
 3.8. **Altre informazioni**:

4. **Dati anagrafici**
 4.1. **Nome e cognome**:
 4.2. **Indirizzo**:
 4.3. **Città**:
 4.4. **Prov.**:
 4.5. **Telefono**:
 4.6. **Professione**:
 4.7. **Stato**:
 4.8. **Altre informazioni**:

5. **Dati anagrafici**
 5.1. **Nome e cognome**:
 5.2. **Indirizzo**:
 5.3. **Città**:
 5.4. **Prov.**:
 5.5. **Telefono**:
 5.6. **Professione**:
 5.7. **Stato**:
 5.8. **Altre informazioni**:

6. **Dati anagrafici**
 6.1. **Nome e cognome**:
 6.2. **Indirizzo**:
 6.3. **Città**:
 6.4. **Prov.**:
 6.5. **Telefono**:
 6.6. **Professione**:
 6.7. **Stato**:
 6.8. **Altre informazioni**:

7. **Dati anagrafici**
 7.1. **Nome e cognome**:
 7.2. **Indirizzo**:
 7.3. **Città**:
 7.4. **Prov.**:
 7.5. **Telefono**:
 7.6. **Professione**:
 7.7. **Stato**:
 7.8. **Altre informazioni**:

8. **Dati anagrafici**
 8.1. **Nome e cognome**:
 8.2. **Indirizzo**:
 8.3. **Città**:
 8.4. **Prov.**:
 8.5. **Telefono**:
 8.6. **Professione**:
 8.7. **Stato**:
 8.8. **Altre informazioni**:

9. **Dati anagrafici**
 9.1. **Nome e cognome**:
 9.2. **Indirizzo**:
 9.3. **Città**:
 9.4. **Prov.**:
 9.5. **Telefono**:
 9.6. **Professione**:
 9.7. **Stato**:
 9.8. **Altre informazioni**:

10. **Dati anagrafici**
 10.1. **Nome e cognome**:
 10.2. **Indirizzo**:
 10.3. **Città**:
 10.4. **Prov.**:
 10.5. **Telefono**:
 10.6. **Professione**:
 10.7. **Stato**:
 10.8. **Altre informazioni**:

11. **Dati anagrafici**
 11.1. **Nome e cognome**:
 11.2. **Indirizzo**:
 11.3. **Città**:
 11.4. **Prov.**:
 11.5. **Telefono**:
 11.6. **Professione**:
 11.7. **Stato**:
 11.8. **Altre informazioni**:

12. **Dati anagrafici**
 12.1. **Nome e cognome**:
 12.2. **Indirizzo**:
 12.3. **Città**:
 12.4. **Prov.**:
 12.5. **Telefono**:
 12.6. **Professione**:
 12.7. **Stato**:
 12.8. **Altre informazioni**:

13. **Dati anagrafici**
 13.1. **Nome e cognome**:
 13.2. **Indirizzo**:
 13.3. **Città**:
 13.4. **Prov.**:
 13.5. **Telefono**:
 13.6. **Professione**:
 13.7. **Stato**:
 13.8. **Altre informazioni**:

14. **Dati anagrafici**
 14.1. **Nome e cognome**:
 14.2. **Indirizzo**:
 14.3. **Città**:
 14.4. **Prov.**:
 14.5. **Telefono**:
 14.6. **Professione**:
 14.7. **Stato**:
 14.8. **Altre informazioni**:

15. **Dati anagrafici**
 15.1. **Nome e cognome**:
 15.2. **Indirizzo**:
 15.3. **Città**:
 15.4. **Prov.**:
 15.5. **Telefono**:
 15.6. **Professione**:
 15.7. **Stato**:
 15.8. **Altre informazioni**:

16. **Dati anagrafici**
 16.1. **Nome e cognome**:
 16.2. **Indirizzo**:
 16.3. **Città**:
 16.4. **Prov.**:
 16.5. **Telefono**:
 16.6. **Professione**:
 16.7. **Stato**:
 16.8. **Altre informazioni**:

17. **Dati anagrafici**
 17.1. **Nome e cognome**:
 17.2. **Indirizzo**:
 17.3. **Città**:
 17.4. **Prov.**:
 17.5. **Telefono**:
 17.6. **Professione**:
 17.7. **Stato**:
 17.8. **Altre informazioni**:

18. **Dati anagrafici**
 18.1. **Nome e cognome**:
 18.2. **Indirizzo**:
 18.3. **Città**:
 18.4. **Prov.**:
 18.5. **Telefono**:
 18.6. **Professione**:
 18.7. **Stato**:
 18.8. **Altre informazioni**:

19. **Dati anagrafici**
 19.1. **Nome e cognome**:
 19.2. **Indirizzo**:
 19.3. **Città**:
 19.4. **Prov.**:
 19.5. **Telefono**:
 19.6. **Professione**:
 19.7. **Stato**:
 19.8. **Altre informazioni**:

20. **Dati anagrafici**
 20.1. **Nome e cognome**:
 20.2. **Indirizzo**:
 20.3. **Città**:
 20.4. **Prov.**:
 20.5. **Telefono**:
 20.6. **Professione**:
 20.7. **Stato**:
 20.8. **Altre informazioni**:

21. **Dati anagrafici**
 21.1. **Nome e cognome**:
 21.2. **Indirizzo**:
 21.3. **Città**:
 21.4. **Prov.**:
 21.5. **Telefono**:
 21.6. **Professione**:
 21.7. **Stato**:
 21.8. **Altre informazioni**:

22. **Dati anagrafici**
 22.1. **Nome e cognome**:
 22.2. **Indirizzo**:
 22.3. **Città**:
 22.4. **Prov.**:
 22.5. **Telefono**:
 22.6. **Professione**:
 22.7. **Stato**:
 22.8. **Altre informazioni**:

23. **Dati anagrafici**
 23.1. **Nome e cognome**:
 23.2. **Indirizzo**:
 23.3. **Città**:
 23.4. **Prov.**:
 23.5. **Telefono**:
 23.6. **Professione**:
 23.7. **Stato**:
 23.8. **Altre informazioni**:

24. **Dati anagrafici**
 24.1. **Nome e cognome**:
 24.2. **Indirizzo**:
 24.3. **Città**:
 24.4. **Prov.**:
 24.



Example of a newsletter design



Example of a letter-size brochure cover design



Example of a custom-size brochure cover design



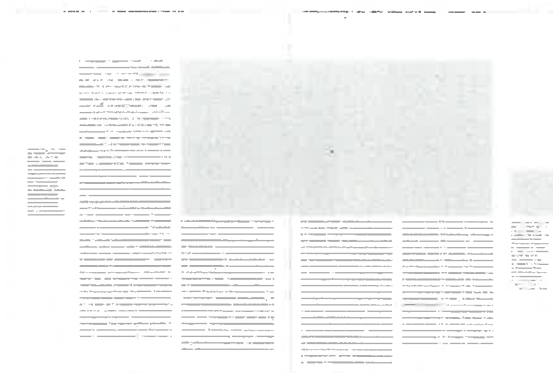
Example of a trifold brochure cover design

Brochures and Invitations

Because of size limitations, the agency name may be stacked and broken into two lines after the word "and" on trifold brochures and invitations with limited space (see page 17).



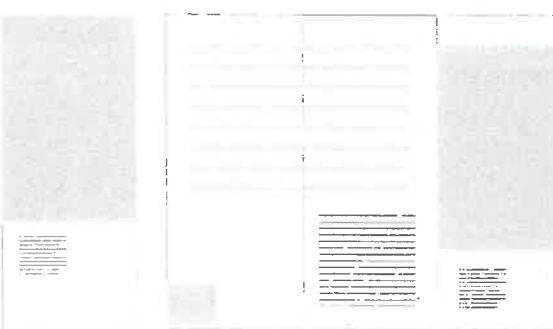
Example of a letter-size layout



Example of a custom-size layout



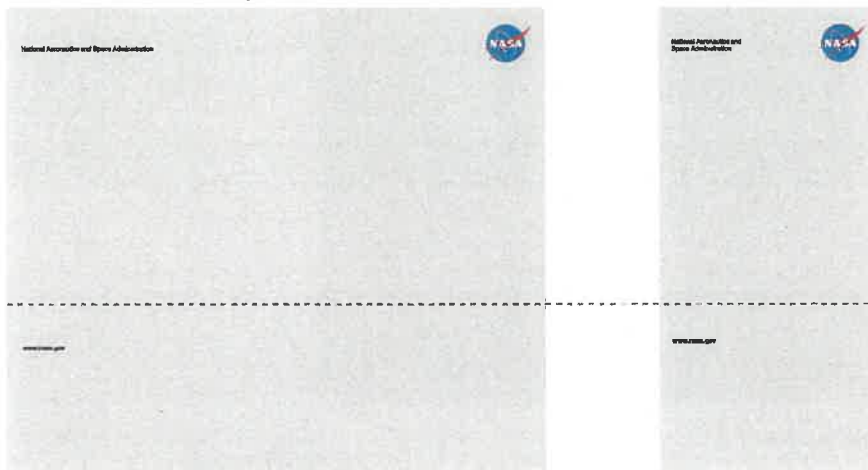
Example of a trifold brochure layout



Exhibits and Banners

Exhibits are an important component of NASA's internal and external communications strategy. Please contact the Headquarters exhibit manager for guidance regarding the use of the NASA graphic elements in exhibits. While placement of the NASA insignia and name on exhibits may be implemented in the same manner as for publications, best design practices, as well as exhibit layout and structural considerations, may call for a more customized approach.

When designing displays to serve as backdrops for a table (such as in a conference booth), consider the space 2 feet from the lower edge as an allowance for table space. The main subject matter of the exhibit should be placed higher than this allowance. That includes the portal address; it should not be at the very bottom of such an exhibit's display space.



Examples of exhibit layouts that will be used behind tables



Example of an exhibit design
(not used behind a table)

The contact information for the Headquarters exhibit manager and other Office of Communications points of contact can be found at <http://communications.nasa.gov/content/nasa-graphics-standards>



Example of a banner design
(not used behind a table)

CD/DVD jewel case covers with both a front and a back must conform to the cover standards for a multipage publication (see page 30). If the case cover has only a printed front, then it must conform to the standards for a single-page publication (see page 29).

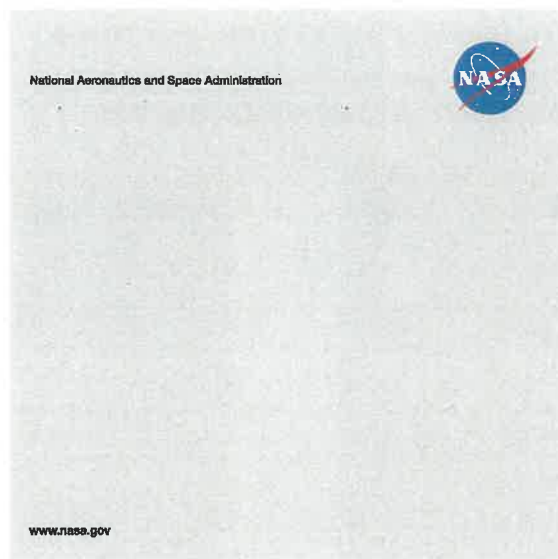
CD/DVD labels must use the identifier configuration and the portal address.



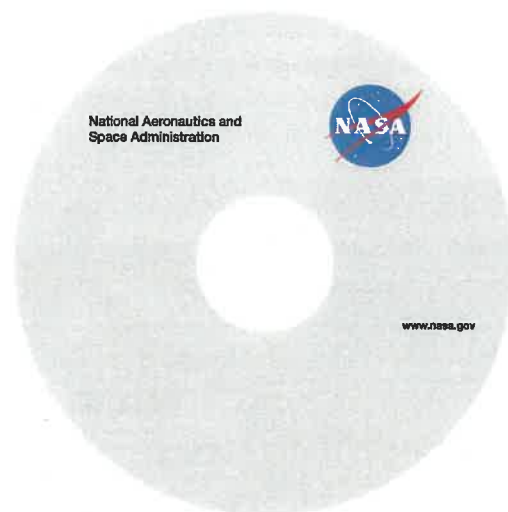
Example of a DVD cover



Example of a DVD label



Jewel case

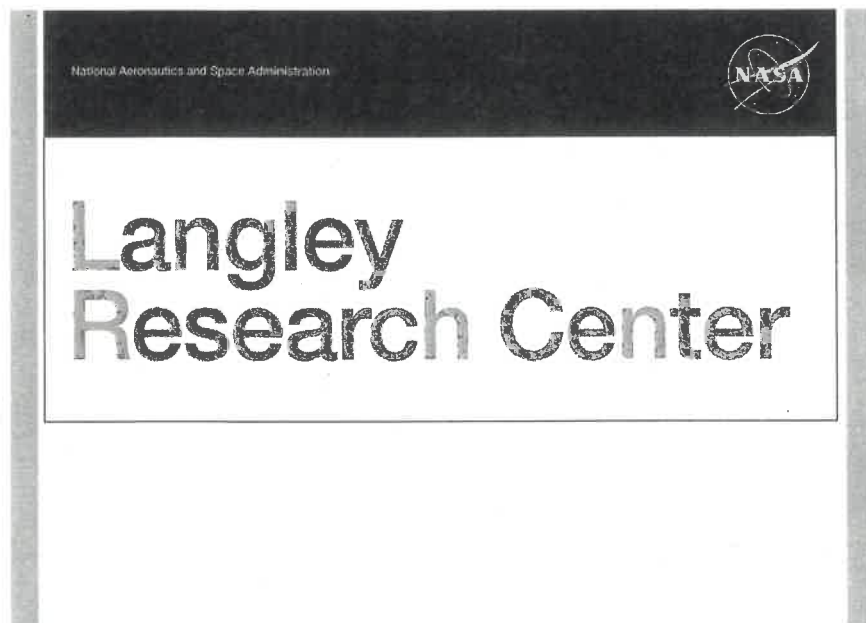


CD/DVD label

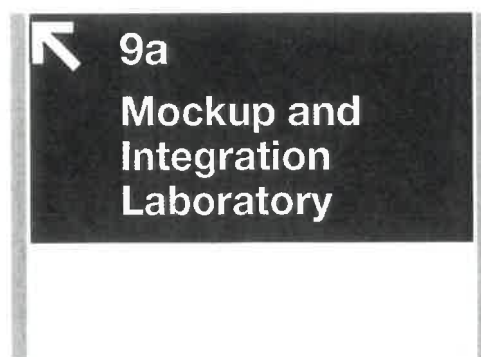
Signage: Center Signs

All exterior signs located outside a center must have the NASA identifier configuration placed according to the standards. Exterior signs located inside a center's perimeter, such as building signs, are not required to have any NASA identifiers.

Permanent facility signs and short-term directional signs using only arrows and text for conferences or events on NASA property are not subject to Office of Communications review. However, signs containing design elements and additional information must go through Communications.



Exterior directional sign outside a center



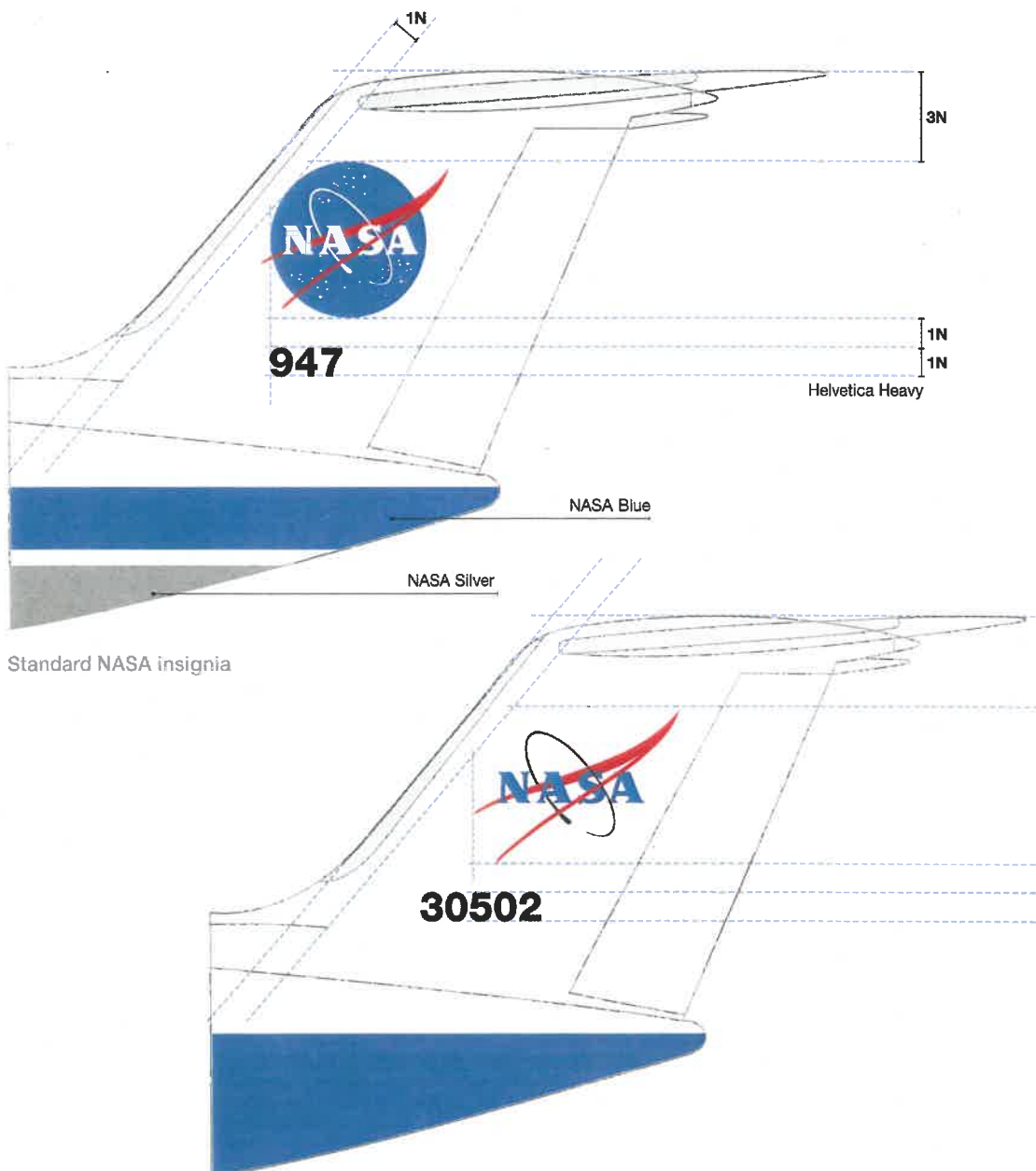
Exterior directional sign inside a center



Directional signs outside a center may use the insignia alone in order to conform to local regulations. However, the color and spatial standards for the insignia must be retained.

Aircraft

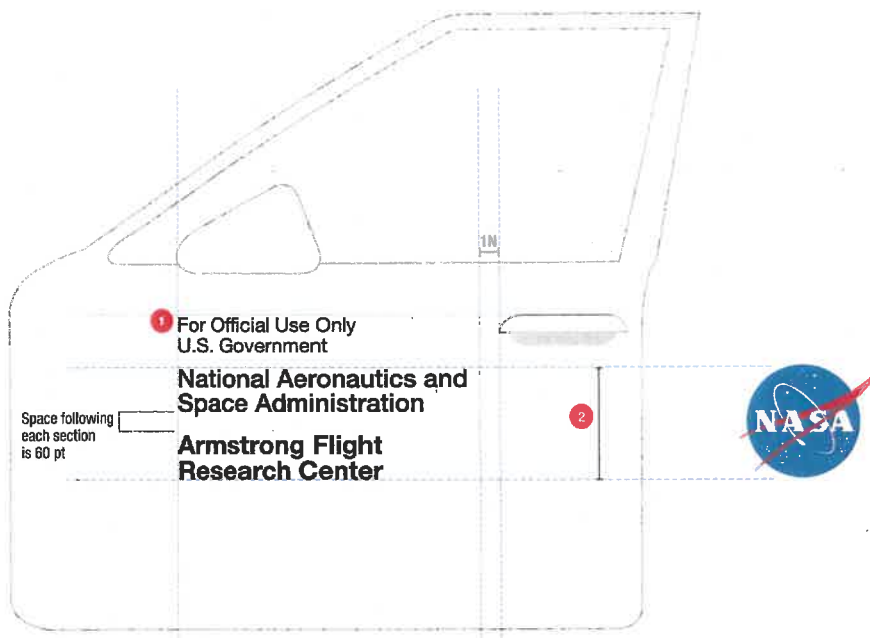
Placement of the identifier configuration must conform to Federal Aviation Administration regulations (Title 14, Code of Federal Regulations, Part 45, Identification and Registration Marking) and be consistent with the standards established in this manual. Contractor names and logos may not appear.



Alternate insignia (permitted only on aircraft tails)

Signage: Vehicle Signage**Vans and Cars**

Please refer to the following illustrations for guidelines on how to place the NASA identifier configuration on government vehicles. Contractor names and logos may not be used.



Driver-side door

1 Government Disclaimer

Helvetica Light
Text 75 pt, Leading 75 pt
All Type Flush Left

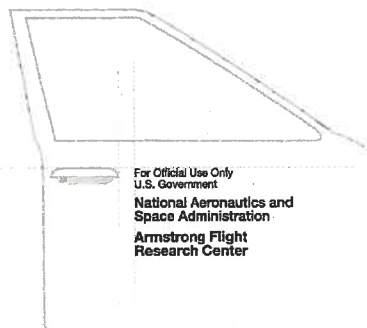
Agency Identifier

Helvetica Roman
Text 105 pt, Leading 100 pt

Center Name

Helvetica Bold
Text 105 pt, Leading 100 pt

- 2** The height of the NASA insignia should be equal to the combined height of the agency and center names

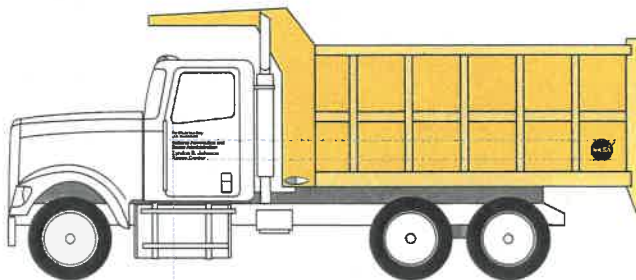
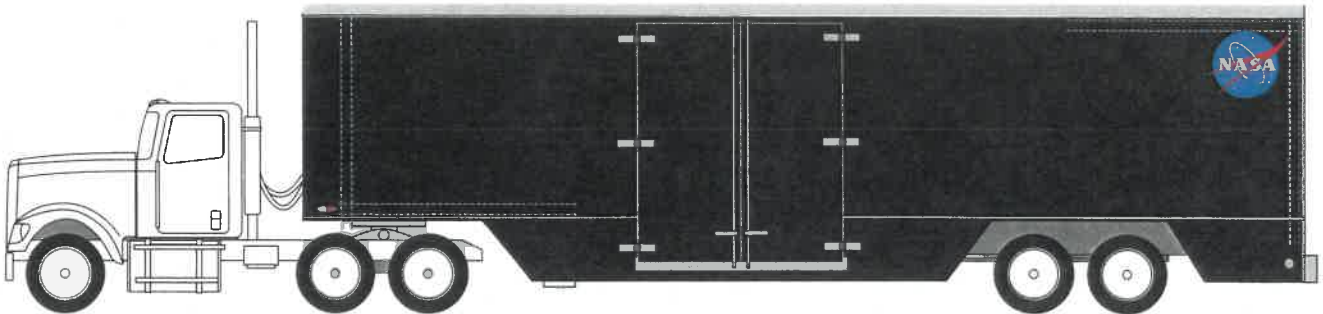
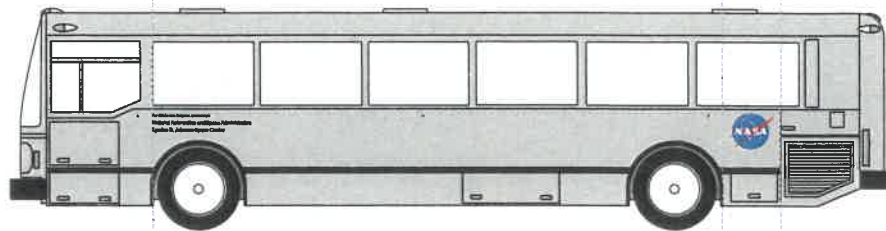


Passenger-side door



Buses and Trucks

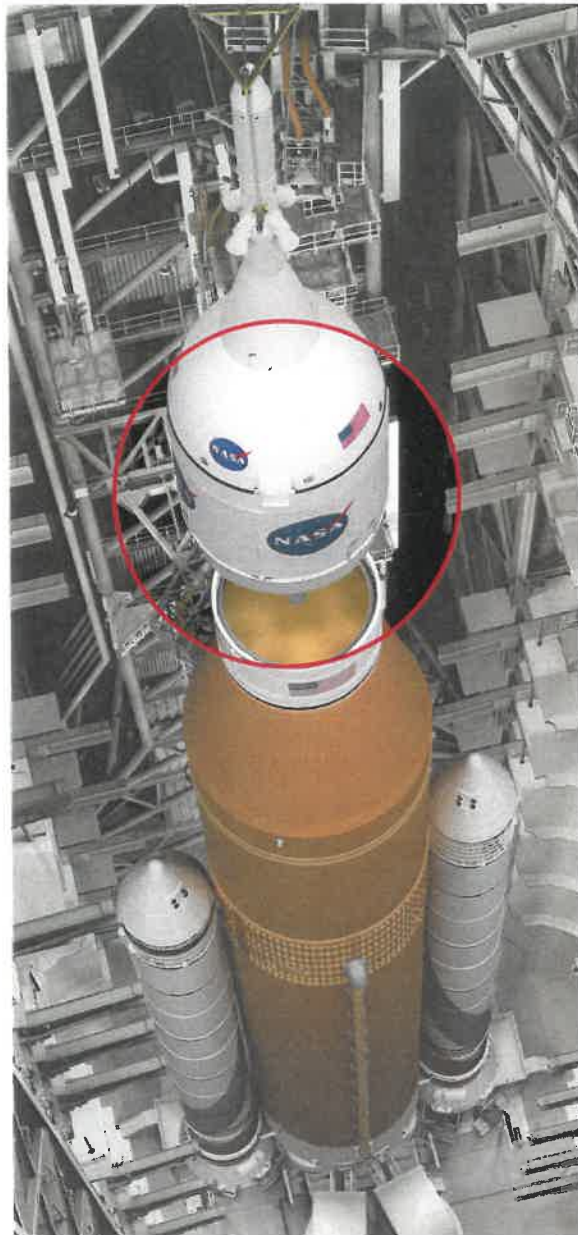
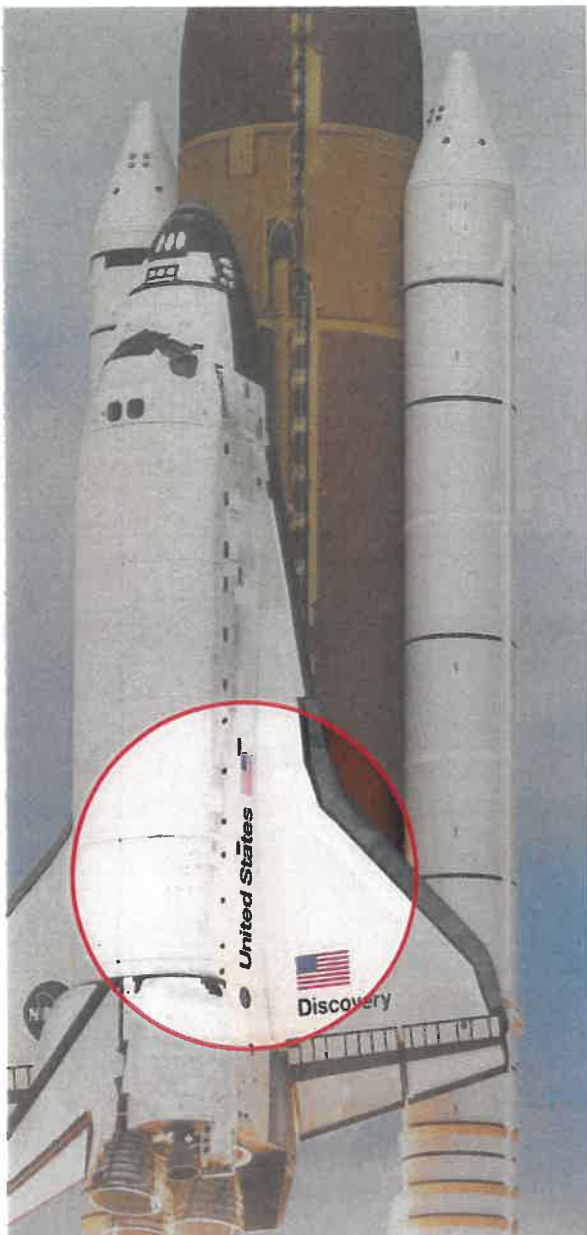
When the width between the agency name and the insignia becomes greater than 12S, the two identifiers may be enlarged and placed independently.



Signage: Vehicle Signage**Spacecraft**

Approved NASA identifiers for spacecraft include the NASA insignia, the words "United States" or the "USA" abbreviation, and the flag of the United States.

According to the Code of Federal Regulations 14 CFR 1221.112, program identifiers must have the pre-approval of the Associate Administrator for Communications or designee.



Broadcast and Electronic Applications

NASA Television

This section of the NASA visual identity guidelines addresses the specific needs of designing for television. For the best presentation on screen, follow these guidelines.

Size and Format

NASA Television appears in high definition: 1,280 by 720 pixels at 72 dpi.

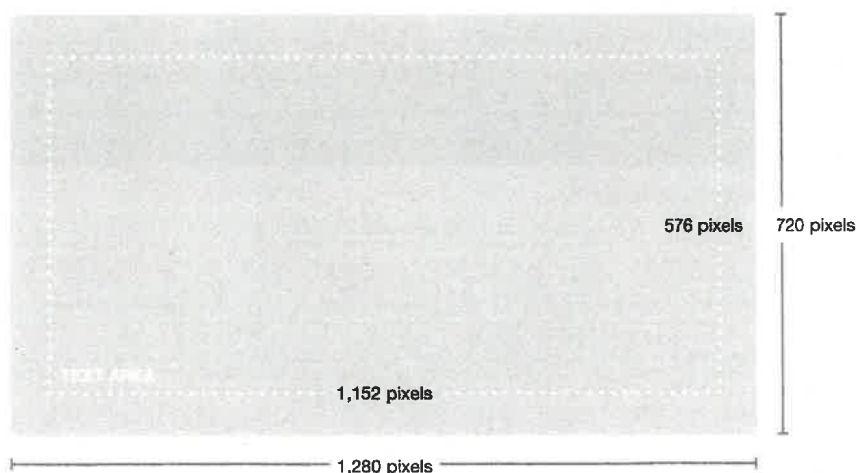
PowerPoint images should be created with a page size of 17.77 by 10 inches.

Images can cover the full screen.

**Text**

Text on a graphic should be no smaller than 26 points. Placement of the text should stay within an area of 1,152 by 576 pixels, or 16 by 8 inches.

The preferred contrast palette is white text on a dark background. If a white background must be used, then it should be slightly off-white. For clearest visibility, there should always be a high degree of contrast between the text and its background.



Screen and text dimensions for NASA TV

The NASA Insignia

Like the text, the NASA insignia (commonly referred to as the “meatball”) should not fall outside the 1,152- by 576-pixel area.

The insignia’s vector causes the insignia to be visually off center horizontally when a graphic program’s automatic alignment feature is in use. To ensure accurate alignment, manually center the insignia using the topmost star as a guide.

NASA Television has a “bug,” an animated version of the insignia that brands the show and is superimposed while the show is being broadcast. The bug is placed in the upper right corner of the screen. When composing the graphic, avoid placing the insignia or text in that area.



Location of insignia on NASA TV

Web and Social Media: Overview

This graphic style guide is intended to promote a visual identity and consistent best practices for Web graphics produced to promote NASA initiatives, campaigns or missions. Each day, thousands of people look at the agency's shareables, infographics and other Web materials. They expect NASA to produce clear, modern, usable Web graphics. Following the basic guidelines and recommendations outlined here will help the agency meet that standard and better communicate its messages to the public. These guidelines apply to public-facing NASA Web sites.

One size does not fit all in graphic design. A giant poster in a museum will not work well resized to appear on a Web page, and a shareable designed for social media may not be readable on a TV screen. Designers producing NASA graphics need to know how and where their products will be used, and they should create different versions of graphics for the different media.

This guide cannot include every scenario or anticipate every trend that will develop. Those who produce NASA graphics, especially those without formal graphic design training, should also look beyond this document to the many online resources on graphic design or contact their Center's graphic design department.

Review Process

Public Affairs Officers and/or center Web leads should review graphics early in the design process for basic compliance with these guidelines. Reviewers must be given reasonable time to assess submissions, and designers must have time to make changes. Ideally, review will take place at least two days before posting. The NASA Headquarters Web team should be included in the review process for products that will be posted to www.nasa.gov to ensure that the products do not have elements that conflict editorially or technically with the site. The NASA Headquarters Web team reserves the right not to post graphics that fail to follow these guidelines.

Creative work is inherently subjective, and judgment calls will sometimes be required. Reviewers should exercise flexibility when appropriate, allowing designers the freedom to be creative, provided that basic guidelines are followed. This is not an effort to make "cookie cutter" graphics that do not have their own identity.

Note on technical material:

This guide covers material intended for the general public. Material for researchers and other technical audiences should convey the information those audiences need in a format that is useful to them. Editors must be aware, though, that if that material is to be posted to Web sites intended for the general public, including www.nasa.gov, the material might need to be revised, clarified and adapted to follow these guidelines.

Use of the NASA insignia (commonly referred to as the "meatball") is governed by the U.S. Code of Federal Regulations subpart 1221.1 (see <http://www.gpo.gov/fdsys/granule/CFR-2009-title14-vol5/CFR-2009-title14-vol5-part1221-subpart1221-1>).

Web graphics should always focus on the message NASA is trying to communicate, and the design should never distract from the content.

Logos

The NASA Insignia and Name: NASA Web and graphic designers must be careful to use the NASA insignia correctly. For correct colors, see page 8 of the "NASA Graphics Standards Manual." Unless the Office of Communications has approved a specific agreement for NASA insignia use, the NASA insignia must not appear in conjunction with or secondary to commercial logos. Review of proposed uses and approval can be obtained from the Office of Communications at 202-358-1600.

The NASA insignia remains the only allowable logo on external products, **regardless of communications channel or medium.**

The NASA insignia is one of the most powerful branding symbols in the world and can be used successfully on shareables and infographics to identify the graphic's origin when the image is shared outside NASA digital properties. A few guidelines apply:

- » The NASA insignia should never be added to an image or artist's concept that will appear on www.nasa.gov because it already appears on all Web pages on the site. The NASA insignia is also occasionally used on www.nasa.gov when no other image is available or when the subject of the content is something like a budget rollout.
- » The exception to the prohibition above is when the insignia appears organically on an object in the image.
- » The small text "National Aeronautics and Space Administration" should not be used on Web graphics as it is usually very difficult to read in that format.
- » The insignia may be included on shareables, but it is not required.
- » Placement of the insignia, when it is used, must follow the guidelines regarding uniformity of background and appropriate use of color outlined earlier in this guide (see pages 8–11).
- » There should be enough protected space around the meatball to avoid a cramped appearance.
- » Never use shadows, glows, or 3D effects on, behind, or around the insignia.
- » Elements of the insignia must not be used in creating other logos; there should be no "cannibalizing" of the insignia.

Web and Social Media: General Style and Best Practices

Other NASA Logos: The NASA logotype (also called “the worm”) has been retired and generally should not be used, except as it appears naturally in historical imagery.

The NASA seal is reserved for use by the NASA Administrator.

Anniversary Logos: The development and use of anniversary logos on external products will be evaluated by the Associate Administrator for Communications.

Program and Project Logos: Although the NASA logo remains the sole identifier for external audiences, project and program logos may be used on communications materials directed at internal audiences and on outward-facing products specifically approved by the Associate Administrator for Communications or designee.

Center Logos: Center logos are never allowed on external products.

According to the Code of Federal Regulations 14 CFR 1221.112, the use of program identifiers must have the preapproval of the Associate Administrator for Communications or designee.

Fonts

Use clean, readable fonts, such as Helvetica or Arial. As another example, the Web Design Standards recommend Source Sans Pro and Merriweather. Although no specific font is prescribed, these suggestions indicate the type of font that is preferred.

Avoid cute or playful fonts that are overused or unserious (e.g., Comic Sans, Papyrus or Curlz).

Font sizes will vary by font type and the size of the graphic, so it is difficult to recommend a specific size, though anything under 10 points may be hard to read on a graphic embedded on a Web page. As a general guideline, fonts must be clearly readable when the graphic is viewed on the Web page. Do not produce graphics whose text is readable only when a user clicks to enlarge the graphic. The text must work in the context of the page.

Using a single font at different sizes and styles (bold, italic, etc.) is usually more than sufficient for a Web graphic. If you must use multiple fonts, it should be clear that they represent different ideas or themes and are not just used randomly for variety. Using more than two or three fonts on a single graphic is discouraged.

Remember that some users may access NASA's Web content from smartphones or tablets; the fonts on the page should be readable on small screens.

Web and Social Media: General Style and Best Practices**Colors**

Many effective Web graphics use a single background color (or color gradient), which keeps the focus on the content elements.

Outside of images, avoid using more than three or four colors on a single Web graphic, and make sure those colors are complementary, not clashing. Examples of color palettes are available in the U.S. Web Design Standards, available at <https://standards.usa.gov/colors/#palette>.

Accessibility regulations require a 4.5:1 contrast ratio between foreground text and background color. See <https://standards.usa.gov/colors/#text-accessibility> for a number of acceptable examples and a color tool to help designers ensure that custom color combinations meet the contrast requirement.

Design Elements

Use modern, simple design elements for backgrounds and icons to effectively draw the user's attention where desired without distracting from foreground elements.

Avoid overly chunky or 3D design elements, such as strong shadows, beveled edges or textured backgrounds. These elements can give graphics a dated feel. A slight, subtle shadow to improve readability is permitted.

Avoid clip art or obvious stock photos in anything intended for the general public.

Color Profiles

All Web images should use the RGB color profile, as opposed to CMYK.

URLs and Quick Response (QR) Codes

In Web Content: Do not use QR codes in Web graphics; code a link on that page instead. A user is not likely to scan a screen on one device with another device.

Avoid including unlinked URLs and social media logos on Web graphics. A user will expect a URL to be clickable, so including it as a nonclickable text link could disrupt the user experience. It will just be a design element that does nothing. Instead, include a clickable URL elsewhere on the page.

In Web Graphics Adapted for Printed Pieces: In online content, URLs do not need to be spelled out because graphics and text can be linked. Since nothing on a printed piece can be clicked, spelled-out URLs may appear on print graphics. The URL should be a short one in the www.nasa.gov domain, e.g., www.nasa.gov/station.

A QR code must direct the viewer to a mobile-friendly www.nasa.gov Web page or official NASA social media page since it will, by definition, be scanned on a mobile device.

A QR code must be positioned near the content to which it refers.



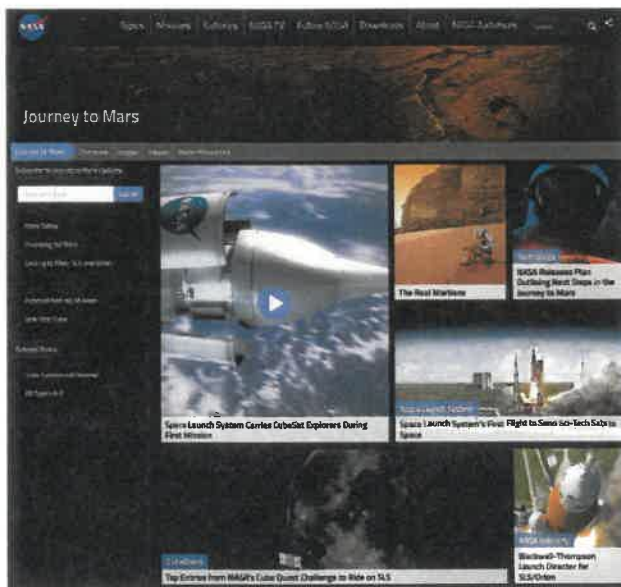
Example of the use of a QR code in a print piece

Web and Social Media: Web Design**Master Images for www.nasa.gov Pages**

These are the images that appear on the “card feeds” on www.nasa.gov pages, such as the home page or the “Journey to Mars” page. Each of these should be a single photo (choose the strongest photo from your Web feature) or an artist's concept, with no additional graphic design elements.

Master images must be at least 1,041 pixels wide but can be larger, as long as the file size is no more than 6 megabytes.

Master images should never have text or other graphic elements because they will not crop well in the various card sizes and will create a visually cluttered page layout.



www.nasa.gov Journey to Mars page showing several images

In some cases, annotations or labels are necessary to explain an image, e.g., identifying a feature on an object, pinpointing a planet's location in space, or providing a scale for reference. Annotated images are fine to use in a Web feature but should generally not be used as master images because of the cropping and clutter issues mentioned above. The www.nasa.gov content-management system can accommodate both images for the same feature. Use a “clean,” unlabeled version for the master image, and place the annotated version within the body of the Web feature.

Avoid borders, logos, signatures, small photo credits or institutional text, or other print-style graphics on images created for www.nasa.gov. In general, ornamental and nonclickable elements are not effective on www.nasa.gov, whereas annotations and labels that add context to the image are.

**ACCEPTABLE**

This master image has no text or other elements and will work well at various “card” sizes on www.nasa.gov.

**UNACCEPTABLE**

This master image includes unnecessary label text and will not be easily cropped for various card sizes on www.nasa.gov. The URLs are not clickable and therefore not useful on a Web graphic. The QR code is of little use because most viewers will not use one device to scan an electronic image on another. The “www.nasa.gov” text is unnecessary. All of the unnecessary elements clutter the image and distract from the focus without adding any value. Additionally, the script-style font with outline is not as legible as it could be. Infographic text should be easy to read.

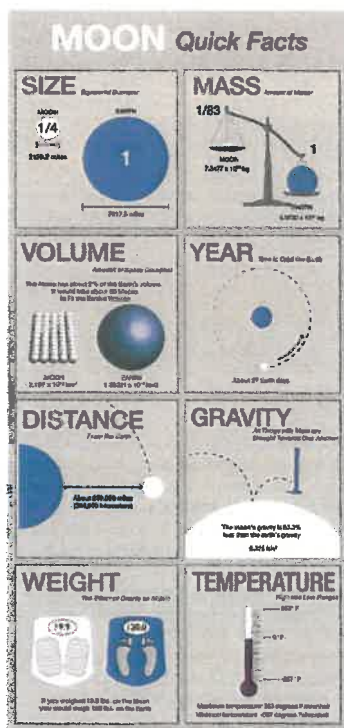
Infographics

Infographics are designed to present facts and figures, timelines, or other ideas quickly and clearly using graphic representations. An infographic is more in-depth than a shareable but should still focus on a single big idea and be easily scanned by a Web user. Infographics do not size or frame well on most social media platforms, especially given the high percentage of users viewing social media posts on mobile devices with small screens. Infographics should be designed for the Web, but editors can also create a series of shareables with individual facts from an infographic and a link back to the full infographic.

When designed for embedding on a Web page, most infographics work better in a vertical layout so the user can scroll down the page and read the information. Horizontal designs by nature get squeezed down on Web pages and generally involve more work for the user to absorb the content.

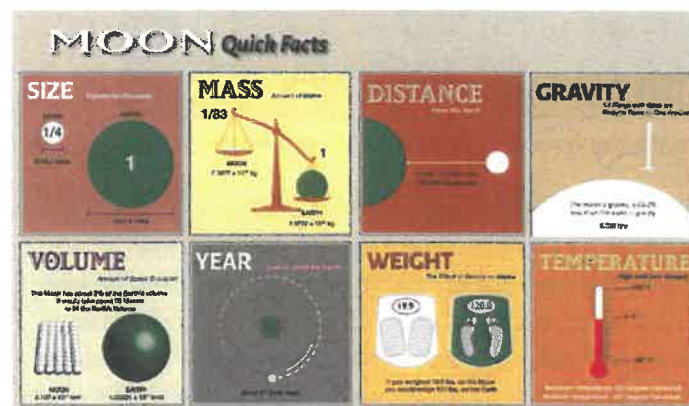
Infographics should work natively in the context in which they are presented. A poster-sized infographic may be very effective on a wall, but it will not be readable when sized down to fit on a Web page. If you have a poster-sized infographic, it's best to make a smaller, Web-sized version and provide a download link in the caption text to a full version in .pdf format. Infographics can also be broken into smaller, Web-friendly chunks, which then link to full-size graphics. Finally, some print-designed infographics can be converted into interactive Web features.

Infographics inherently have more text than shareables, but text should still follow the general guidelines on fonts, contrast and readability.



EXAMPLE OF AN EFFECTIVE INFOGRAPHIC

This infographic uses a cohesive palette and font scheme.



EXAMPLE OF A LESS-EFFECTIVE INFOGRAPHIC

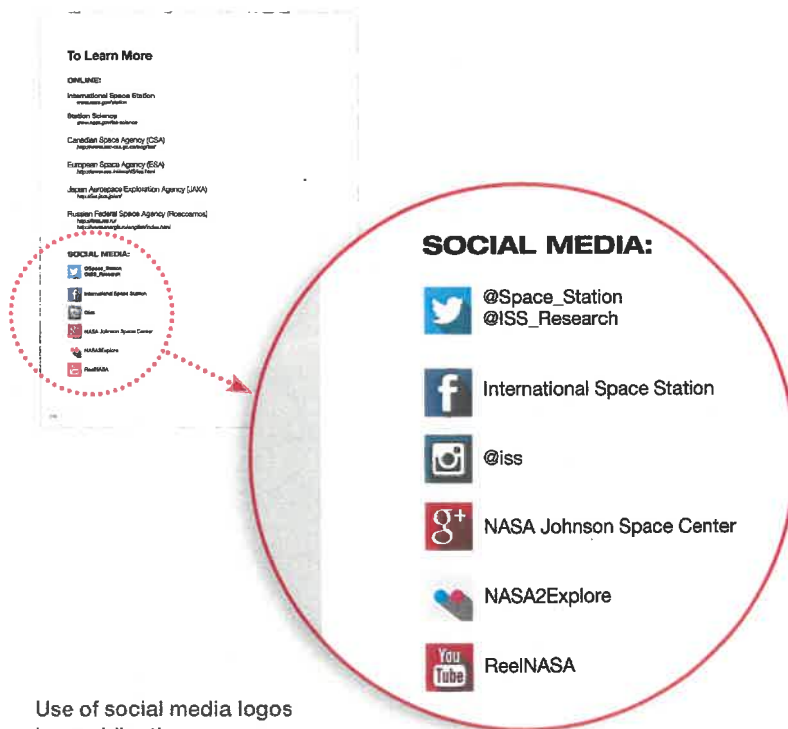
This infographic is less cohesive and more distracting because it uses multiple typefaces and more colors. It is not clear what, if anything, the various fonts and colors are meant to convey, beyond variety. The label at the top uses a heavy drop shadow, which can be seen as dated.

A vertical layout would make the graphic easier for a user to read while scrolling down a Web page. Unless the image is small, a horizontal layout can be harder for a user to read on a Web page; the format may "squeeze" the graphic into a smaller size.

Web and Social Media: Social Media

Observe these guidelines:

- » Use social media logos as quick identifiers for print publications with either @NASA or /NASA shortcuts next to them.
- » Mention only official NASA social media outlets or direct the reader to a www.nasa.gov Web site.
- » Text representations of social media outlets must be of the same height and width so that they all carry the same visual weight. Use plain roman type, not italics.
- » If there is not enough space to represent all social media outlets equally, use the <http://www.nasa.gov/social/media> portal site.
- » Keep hashtags as concise as possible.
- » Hashtags are not case-sensitive, so from a technical standpoint, it makes no difference whether capital letters are used. For readability, however, CamelCase (capitalizing the first letter of each word when the words are run together) might be a better choice. Choose a style and be consistent.



Keep in mind that placing all text on the top and bottom of an image will put it in danger of being cropped off when the image is resized by some social media platforms. The safe area for text is generally in the center.



UNACCEPTABLE

This shareable is poorly designed. It includes too much text in multiple, sometimes unreadable font styles and sizes. The text in the pink box will be totally unreadable on a Web page. The long URL near the bottom is not effective, though "www.nasa.gov/nasatv" would be acceptable. Targeted, brief URLs that fall under www.nasa.gov may appear without the "<http://>." QR codes and multiple icons that cannot be clicked are not effective on Web graphics. The Twitter handle and hashtag would be acceptable if a consistent font style were used.

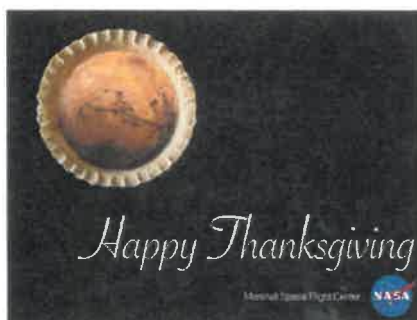
Shareables

A shareable is a graphic or animated .gif that can be attached to a social media post to share a specific message, usually a call to action, such as advertising a live NASA TV broadcast or an engagement event, like a TweetChat or Facebook Q&A. Another good use is highlighting a quotation or one or two key facts overlaid on a good NASA image. A shareable is meant to be viewed, read and shared quickly and should not need to be studied.

Although the insignia is not required, shareable graphics may include it. There is no set place for the insignia, but the top right corner is preferred if placing the insignia there fits the design of the piece. Use either the black one-color insignia or the full-color insignia. When placing the insignia, be sure to follow the standard guidelines regarding appropriate color and uniformity of background. (See pages 8–11.)

Keep in mind that placing text on the top and bottom of an image will put it in danger of being cropped off when the image is resized by some social media platforms. The safe area for text is generally in the center.

Shareable sizes vary according to the social platform.



Examples of shareables

Web and Social Media: Social Media

Image and Video Specs for Social Media (subject to change)

For the most up-to-date specs, visit communications.nasa.gov/socialmedia.



Image Formats	.jpg, .png, or animated .gif	.jpg, .png, or animated .gif	.jpg, .png, or animated .gif	.jpg (1.91:1–4:5)	.jpg, .png, or animated .gif	.jpg, .gif, .bmp, .png (custom thumbnail)
Maximum Image Size			2,048 × 2,048 pixels		1,280 × 1,920 pixels 540 pixels wide for animated .gif	
Minimum Image Size	506 × 253 pixels	484 × 252 pixels	497 × 426 pixels	640 × 640 pixels	500 × 750 pixels 500 pixels wide for animated .gif	640 pixels wide (custom thumbnail)
Recommended Image Size	1,000 × 500 pixels	1,200 × 600 pixels	1,200 × 1,200 pixels	1,500 × 1,500 pixels		1,280 × 720 pixels (16:9) (custom thumbnail)
Maximum File Size	3 MB for stills 3 MB for animated .gif	10 MB for stills 2 MB for animated .gif	10 MB	3 MB	10 MB stills 2 MB for animated .gif	2 MB (custom thumbnail)
Video Formats	H.264 .mp4 (16:9)	H.264 .mp4 (16:9)	H.264 .mp4 (16:9)	H.264 .mp4 (1.91:1–4:5)	H.264 .mp4 (16:9)	.mpeg4, .mp4, .mov, .avi, .wmv, .mpegps, .flv, .3gpp, .webm
Maximum Video Size	1,280 × 720 pixels (720p)	1,920 × 1,080 pixels (1,080p)	4,096 × 2,160 pixels (4K)		1,280 × 720 pixels (720p)	3,840 × 2,160 pixels (2160p)
Minimum Video Size		1,280 × 720 pixels (720p)	1,280 × 720 pixels (720p)	640 × 640 pixels	640 × 480 pixels	426 × 240 pixels (240p)
Recommended Video File	1,280 × 720 pixels (720p)		1,280 × 720 pixels (720p)			1,280 × 720 pixels (720p)
Maximum File Size	50 MB	100 MB	500 MB	30 MB	100 MB	128 GB
Maximum Video Length (total running time)	0:10:00	0:15:00	2:00:00	0:00:15	0:30:00	

Templates

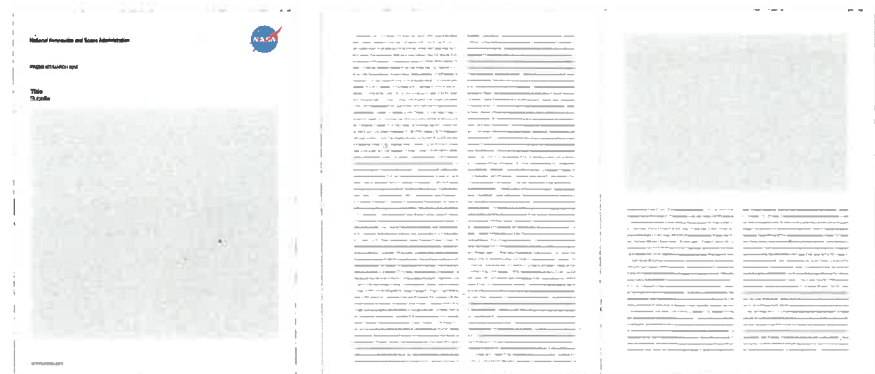


Example of a press kit cover

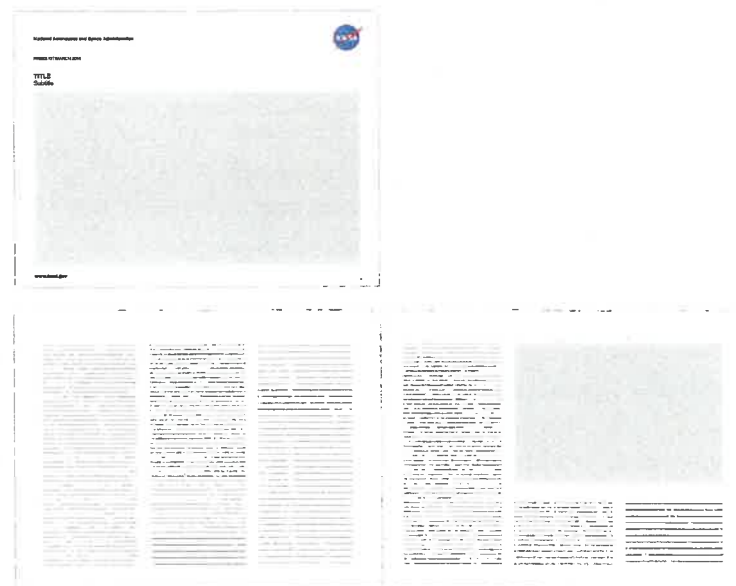


Example of a press kit interior page

NASA press kits are multipage documents that include a cover, table of contents and text copy.



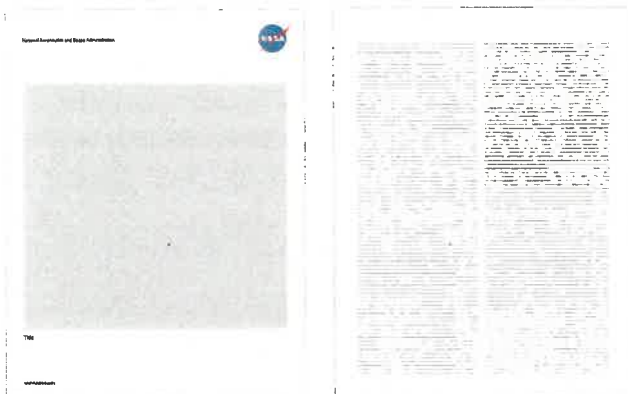
Example of a vertical press kit layout



Example of a horizontal press kit layout

Lithographs

NASA lithographs are considered multipage publications.



Example of a vertical lithograph layout



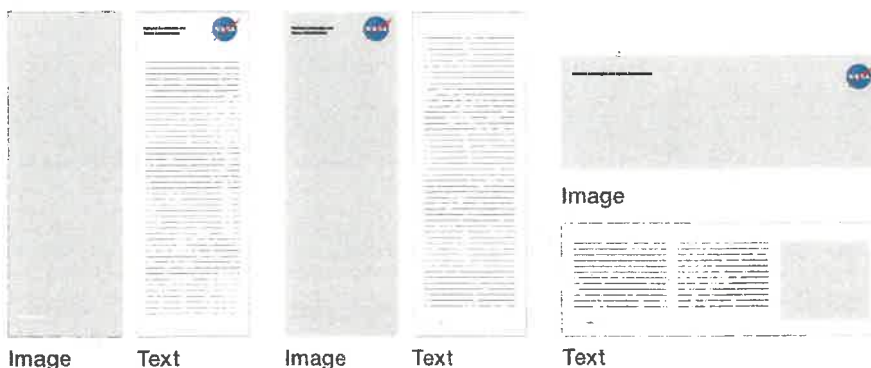
Example of a horizontal lithograph layout



Example of a horizontal lithograph design

Bookmarks

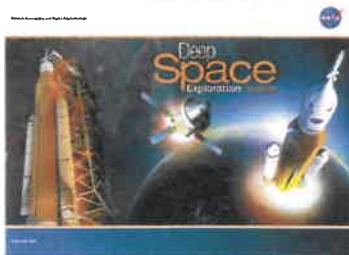
Bookmarks are considered multipage publications with an image and title on one side and text on the other. Vertical bookmarks may have the identifier configuration on either the image side or the text side. Horizontal bookmarks must have the identifier configuration on the image side.



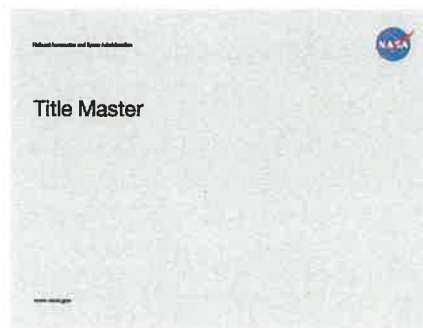
Examples of bookmark designs

Electronic slide presentations are an important component of NASA's communication strategy. Therefore, all presentations should incorporate the elements correctly and consistently.

When placing the NASA elements, think of an electronic slide presentation as a multipage publication with the first slide as the front cover, the last slide as the back cover and the slides in between as the inside pages. However, the insignia may be centered on the last slide as a signoff. In order to make usage as simple as possible, master slides may be downloaded at http://communications.nasa.gov/cmr_lib/ppt/1013587main_NASASTyle.ppt. This template has Office of Communications preapproval.



Example of a presentation design



Presentation first slide



Presentation body slide



Presentation last slide

Stationery Products

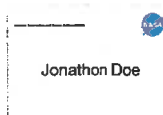
Off-the-Shelf Stationery for All Centers

These products are funded by the Headquarters Printing Office, are available at no cost to the centers and can be obtained through the NASA printing offices.

These standard products are not required to meet the graphic standards outlined in this manual and do not need to go through the Communications Portfolio process.



White folder (NF 728)



Name badge (NF 1753)



Certificates (NF 1755)



Table tent (NF 1754)

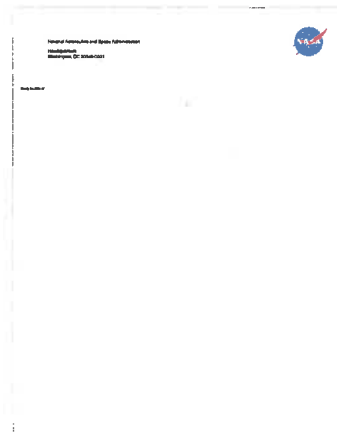


Program (NF 1750)

Invitation, note card and
thank you card (NF 1751)

These standard products are available through the NASA printing offices.

Please note that the standard letterhead below must be used and cannot be customized. All NASA letterhead must be coordinated through the Headquarters Printing Officer in order to ensure quality standards, such as consistent watermark and paper stock.



Letterhead



Notepad



Postcard



Envelopes



Business cards



Mailing label

National Aeronautics and Space Administration

Headquarters

300 E Street SW

Washington, DC 20546

www.nasa.gov

